

How Apparel Brands Can Leverage Consumer Tribes to Reach the Elusive Millennial  
Generation

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## **Abstract**

The rise of social media in the Digital Age has deeply disrupted the marketing and advertising industry in that it has created (and is still creating) new ways for marketers to reach their target audiences. It has also led to obstacles in reaching target markets: users have developed an aversion to social media marketing tactics due to their distrust in messages and their dislike of intrusive or distracting ads. This is especially true for millennials, who adopted social media at an early age. Because of their proficiency with social media, millennials spend much of their time on various platforms interacting with various groups and organizations to which they belong. They also tend to specific clothing styles and brands that reflect their social identity and belonging to these organizations. The purpose of this study is to identify ways in which members of millennial tribal organizations interact with each other and with brands on social media in an effort to provide new insights into how apparel brands can more effectively reach millennials on social media.

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## Chapter 1

### Introduction

The ways in which brands interact with their target markets have changed drastically with the rise of social media. The overwhelming amount of online advertising brought on by digital marketing has led some consumers to actively avoid that content, making them difficult to reach and often resentful of the intrusive advertising and marketing tactics that do manage to break through their technological barriers (Li, Edwards, & Lee, 2002).

This is true for millennials in particular, “digital natives” who grew up with the Internet and spend considerable time engaged with social media (Tanyel, Stuart, & Griffin, 2013). There is no agreed-upon date that defines the Millennial generation among scholars; however, most consider this cohort as being born between the early 1980s and early 2000s (Aggozino, 2012; Gözükarar & Çolakoğlu, 2016; Tanyel et al., 2013). According to Morton (2001), this cohort is “independent, savvy, strong-willed, moral, serious, optimistic, spiritual, conservative, idealistic, and mature” (p. 43). They are also considered trendsetters and tend to influence each other’s purchasing decisions (Barton, Koslow, & Beauchamp, 2014; Morton, 2001; Tanyel et al., 2013). It is precisely because of this influence, as well as their considerable disposable income, that millennials’ distrust of advertisements and notorious elusiveness is a problem for marketers. In order to reach this market, brands must find effective, engaging, authentic ways to digitally market themselves and their products on social media without appearing as though they are doing so. This study aims to gain insight into how this may be done through leveraging college-student consumption communities, which are tribes created around a shared value, activity or lifestyle (Canniford, 2011; Cova & Cova, 2002; Goulding, Shankar, & Canniford, 2011).

Purchase decisions of consumption community members tend to reflect their social identity (Barton et al, 2014; Canniford, 2011; Cova & Cova, 2002; Escalas & Bettman, 2005; Feinburg, Mataro, & Burroughs, 1992; Goulding et al., 2011; Kozinets, 1999; Muniz & O'Guinn, 2001; Schoeten & McAlexander, 2002). Clothing brand choices, in particular, are one of the strongest ways to express one's social association. As a result, members of a group oriented around the same values or interests, such as a tribe, will make similar clothing choices (Escalas & Bettman, 2005; Feinburg et al., 1992). For that reason, this study will focus primarily on how brands within the apparel industry can better reach millennials through subcultures.

Researchers have addressed the obstacles that brand marketers face in reaching millennials on social media, which include the group's aversion to advertisements (Li et al., 2002; Smith, 2011, Tanyel et al., 2013), their low engagement levels (Adkins, 2016; Syrett & Lamminman, 2004,) and brands' difficulties in adapting to the digital landscape and creating engaging content (Holt, 2016; Serazio, 2013). They have also studied various aspects of consumption communities, including their different types and forms (Canniford, 2011; Goulding et al., 2011; Muniz & O'Guinn, 2001; Schoeten & McAlexander, 2002; Cova & Cova, 2002; Kozinets, 1999), the value created by them (Gözükarar and Çolakoğlu, 2016), how they operate, and the reasons members join. However, there are gaps in the research when it comes to millennial consumption communities and the ways in which clothing brands engage them through digital marketing on social media platforms. The purpose of this study is to explore why members of millennial consumption communities choose the clothing brands they do and how brands can leverage this information to better target and reach college students, who make up one of the most desirable markets based on their size, disposable income and influence.

## **Literature Review**

### Social Media Marketing in the Digital Age

A drastic transformation in the marketing and advertising industry brought on by the Internet has left brands struggling to reach their target audiences in effective, persuasive ways. For the past 50 years, the goal of marketers was to reach the masses through traditional media channels using push marketing techniques. The Internet has changed that: marketers are now using digital media channels, such as social media, to reach target audiences. The audience itself has also changed. Because consumers have more control over the media they consume, they have shifted from passive receivers of marketing messages to active information seekers (Muk, 2013).

Digital marketing, “the practice of promoting products or services using digital distribution channels” such as social media or email (Smith, 2011, p. 489), has become the most effective way to reach millennials. Internet advertising, begun in 1994, has evolved to include a multitude of forms, practices and platforms. Examples of forms include targeted banners, native ads and user-generated content, while practices include search engine marketing, search engine optimization, viral marketing and the use of hyperlinks. In their study of millennials’ attitudes toward Internet advertising as compared to traditional advertising, Tanyel, Stuart, and Griffin (2013) found that social networking sites, blogs and YouTube are among the most popular platforms used by digital marketers. Social-networking sites, in particular, play an important role in digital brand marketing: platforms like Facebook allow brands to create fan pages, attract and interact with brand fans, and disseminate marketing messages to fanatic consumers (Muk, 2013).

Digital advertising spending is projected to surpass that of TV for the first time in 2017. At \$77.37 billion, digital will be responsible for 38.4 percent of total media ad spending while TV will be responsible for 35.8 percent, or 72.01 billion (“Digital Ad Spending to Surpass TV

Next Year,” 2016). With companies spending that much money to digitally market their brands, reaching target audiences is crucial in order for them to profit.

However, Holt (2016) asserts in his article on the topic of digital marketing that many brands are failing to reach their audiences, especially on social media. For example, some companies have invested billions in branded content, a method of digital marketing in which brands create entertaining, emotional or otherwise engaging content and messages. Brands then share the content through their owned social media channels, often in the form of videos, infographics and blog posts (Holt, 2016; Muk, 2013). These companies anticipated that branded content would vastly increase their reach and followers on social media, thus eliminating the need for traditional media altogether. However, this was not the case (Holt, 2016).

More specifically, most brands using branded content have failed to significantly increase their followership, a sign of brand loyalty, across social media platforms. Considering the amount of money branded content production often requires, this is an issue. If the content does not result in an increase in followers or a material increase in sales, production costs will not be offset. Only three brands have managed to make YouTube’s Top 500 (the 500 most popular YouTube channels). For example, McDonald’s, one of the biggest spenders on social media, has only 204,000 subscribers on YouTube and is ranked #9,414 on YouTube’s list. By contrast, PewDiePie, a Swedish YouTuber whose homemade videos consist of running commentary as he plays video games, has more than 41 million subscribers and is ranked #1 on YouTube (Holt, 2016). The fact that McDonald’s spends billions on advertising yet is ranked so low on YouTube’s list demonstrates the lack of success of branded content. And McDonald’s is not alone in this quandary: many brands are struggling to identify and employ successful social media marketing tactics.

Among these companies' obstacles to reaching their target audiences is that Internet users tend to avoid digital advertising and marketing efforts because of their intrusive execution or their lack of authenticity. Li et al. (2002) found that the intrusiveness of an ad, such as a pop-up or promoted social media post, is related to feelings of irritation brought on by an interruption in the consumer's cognitive processing (p. 45). Thus, the consumer is less likely to react positively to the ad and more likely to engage in avoidance behaviors. In her study on millennial students' brand engagement, Aggozino (2012) asserts that millennials "often feel betrayed and belittled when companies or brands try to blur the social media authenticity lines" (p. 196). In order to build brand trust, which enables brands to reach their target audience more easily and consistently, marketers must use innovative, engaging and authentic digital marketing tactics that will not create "feelings of ill will toward the brand" (Smith, 2011, p. 490; Gözükarar & Çolakoğlu, 2016).

### Consumption Communities

People often choose brands based on the people with whom they associate. Presumably, the individuals who comprise this group have similar values, interests or hobbies. These groups, often referred to by scholars as "consumption communities," have been the focus of research over the past 20 years. Consumption communities are "groups of consumers who self-select into a group that shares a common commitment to a product class, brand, consumption activity or consumer-based ideology," (Thomas, Schau, & Price 2011). Studies of marketplace communities have referred to three primary types: subcultures of consumption, brand communities, and consumer tribes. As scholars learn more about these groups, the category distinctions have blurred. This study uses the most commonly identified definitions for each community type.

Schoeten and McAlexander (1995) were among the first to employ the term “subculture of consumption,” which they used to identify a group of owners of Harley-Davidson motorcycles. The subculture members’ shared enthusiasm in the specific product developed into a community of avid motorcyclists who ride and attend rallies together. Defined as a subgroup of society “that self-selects on the basis of a shared commitment to a particular product class, brand, or consumption activity” (p. 43), a subculture also has a hierarchical social structure; unique, shared values and beliefs; and rituals and symbolic expressions specific to that group of individuals (Schoeten & McAlexander, 1995). Goulding et al. (2011) later built upon this definition to include the idea that consumers can, and often do, belong to multiple subcultures simultaneously and are held together by shared experiences or consumption habits (p. 815).

A brand community, on the other hand, refers to “a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand” (Muniz and O’Guinn, 2001, p. 412). Muniz and O’Guinn, who introduced the term “brand community,” found that these groups not only foster a strong connection to the brand, but they also instill a unique sense of “we-ness” (p. 418) among members. In other words, members feel as if they know each other and place themselves on a level distinct from that of people who do not use the brand. For instance, the researchers found that members of a Macintosh club called “MacWarriors” at a local university were strongly against PC software and users, and bonded over their “common enemy” (p. 420). While subcultures of consumption have many similarities to a brand community, they differ in that subcultures tend to embrace “a way of life” corresponding to a brand and to have a degree of marginality or “outsider status” (Schoeten and McAlexander, 1995, p. 58) that brand communities do not (Muniz and O’Guinn, 2001). Goulding et al. (2011) described members of brand communities as having a “religious zeal”

toward their respective brands (p. 815). McAlexander, Schouten, and Koenig (2002) expanded Muniz and O'Guinn's (2001) concept of a brand community by arguing that, in addition to members' interactions with each other and the brand, the consumer's experience, interactions with marketers and specific products are also crucial elements.

However, consumption communities need not be oriented around a brand or product; some are organized based on a shared ideology or activity unrelated to consumption specifically. These communities are called tribes of consumption (Goulding et al., 2011), and members are brought together when they identify with one another, share common experiences or feelings, and participate in some sort of collective action. All of these can be facilitated through activities, services or brands (Goulding et al., 2011). A pattern or similarity in consumption among tribe members is often the result of common interests or group influence. Individuals can belong to multiple tribes at once, and may come and go from various tribes throughout their lifetime as tastes, trends and cultures change (Canniford, 2011).

For example, in their study of the "urban tribe of in-line roller-skaters," Cova and Cova (2002) argue that although tribes are often temporary and in flux, they are held together by strong, shared emotions and exist solely for the purpose of committing to a group of people through symbolic and ritualistic expressions (p. 598). In his book exploring the rise of tribes as a result of connectivity brought on by the Internet, Godin (2008) argues that "the smiles and the hugs and the handshakes define who we are – being in a tribe is a big part of how we see ourselves" (p. 3). These rituals, whether as informal as a handshake or as formal as an organized skating event, are "a tribe's expression of shared beliefs and social belonging" (Cova & Cova, 2002, p. 609).

In the case of the Parisian in-line skaters who Cova and Cova (2002) studied, rituals took the form of two national gatherings in Paris in 1999 and regular local gatherings called Friday Night Fever, during which members would skate together around the city. Many brands marketed to this tribe, but one brand, Salomon, was particularly successful because it took advantage of the skaters' tribal association. Salomon focused on how its products and resources could support and enable the tribe to function together, as opposed to targeting individual consumers directly. Essentially, Salomon promoted a tribe's bond instead of a specific product (p. 608). For instance, instead of placing ads for Salomon products at organized in-line skating competitions, the company proactively hosted in-line skating events. By facilitating these skating contests, the company brought the in-line community together and became a part of it. Practices like this helped Salomon rise to the third-most-popular company in the world for in-line gear (p. 612).

Consumer tribes are unique within the consumption community in that they can exist without being firmly dedicated to a brand or product, and instead be united based on a shared ideology or activity. As a result, they "enter into a productive, democratic, and symbiotic dialogue with market offerings" (Canniford, 2011, p. 70). This makes consumer tribes an ideal target for marketers because of their openness to a variety of brands, as opposed to subcultures of consumption or brand communities, which usually only focus on one brand or product. Furthermore, consumers of a tribe have an identifiable shared value or interest. If a brand could target tribes that align with its own values and products, it could create enticing and persuasive digital marketing campaigns tailored to those specific groups. For these reasons, this study will focus on tribal consumption communities.



## Tribal Marketing

The rise of the Internet has not only changed the way in which marketers reach their audiences, it has also transformed the markets themselves. In his book on tribes, Godin (2015) argues that the uniform mass market no longer exists and that niche markets comprised of tribes are replacing it. Godin (2008) believes that the industry shift has caused marketing to revolve around “engaging with the tribe and delivering products and services with stories to spread” (p. 16).

This change can be attributed to the increase of connectivity provided by the Internet. Individuals are no longer limited to forging relationships with people within their geographic areas. Instead, they can connect with whomever they wish whenever they wish with the simple click of a button (Godin, 2008; Holt, 2016). Social media plays a pivotal role in this process: With thousands of platforms and ways to interact, tribe members can stay in touch, spread ideas and collaborate more than ever before (Godin, 2008).

Godin (2008) defines a tribe as a group of people with a shared interest and a way to communicate (p. 1). A user can find a group of people online interested in, dedicated to, or adamant about virtually any topic imaginable: espresso, do-it-yourself projects, surfing, golden retrievers, music festivals and historic preservation are just a few examples. Once limited by spatial and temporal boundaries, these people can now come together to collaborate, connect and discuss a common interest or lifestyle (Godin, 2008; Godin, 2015; Holt, 2016; Kozinets, 2002).

Because of the increase in number of tribes and the potential they offer to marketers, this study will explore how tribes can be leveraged to help brands reach their audiences more effectively and create relevant, appealing content.

## Market of Millennials

Tribes consisting primarily of millennials are of particular interest due to the millennial generation's size, disposable income, influence and likelihood of recommending the brands they trust, as discussed below. An elusive and largely untapped market, millennials offer considerable potential to brands if marketers can identify effective ways to engage them using tribal marketing tactics.

A significant challenge to marketers is the fact that millennials, having come of age with the Internet, avoid advertisements more often than previous generations due to a distrust of and an impatience for intrusive advertisements (Gözükara and Çolakoğlu, 2016). Generation Y, a subset within the millennial generation, have trust issues with brands because they are “averse to aggressive sales tactics and find companies manipulative” (Gözükara and Çolakoğlu, 2016, p. 609). The scholars found that a lack of brand trust negatively affects brand loyalty, which can seriously hurt brands. Smith (2011) demonstrates that while millennials may tolerate, though not necessarily enjoy, side-panel ads and YouTube ads, they become extremely irritated by invasive pop-ups and un-closable windows. Furthermore, Tanyel et al. (2013) found that many college students (members of Generation Y, a smaller cohort within the millennial generation) agree that Internet advertising is not regulated enough, that it is offensive or in bad taste, and that it promotes harmful products.

This distrust is a problem for brands, given that the millennial generation is a market with huge potential: The cohort makes up the biggest consumer segment in most developed countries (Gözükara & Çolakoğlu, 2016) and spends more than \$100 billion of its relatively large disposable income each year (Tanyel et al., 2013). Furthermore, roughly one quarter of all college students live with their families while attending school, and 60 percent plan to move

back in with their families after they graduate. College students thus influence the purchase decisions of their parents, which could have a meaningful effect on a brand's sales (Morton 2001, Tanyel et al., 2013).

### Millennials and Social Media

Millennials may be the first generation to use digital media more than traditional media, another result of coming of age with the Internet and other prevalent digital technologies (Smith, 2011). To access the Internet, an estimated 67 percent of generation members use smartphones, 82 percent use laptops and 47 percent use tablets. This increasingly mobile trend allows for millennials to be interacting with each other and brands constantly. In fact, 52 percent of millennials said they use their mobile devices to “like” a brand on social media. Additionally, 39 percent post reviews about products, 35 percent share product links on LinkedIn, and 32 percent follow brands on Twitter. In his study on what motivates millennials to “like” a brand on social media, Muk (2013) found that millennials were more likely to “like” a brand page on social media if it provided valuable information and was easy to use. He suggests that “the more consumers like to access advertising on social networking sites, the higher the likelihood they will join brands’ fan pages on social-networking sites” (p. 135).

Brand interactions, such as product reviews or “liking” a brand’s page, could make a difference for a brand, given that 59 percent of millennials list their friends and family as people who influence which brands they buy (Barton et al., 2014). Muk (2013) found that millennials who were invited to join a brand page by a friend on social media felt pressure to accept the invitation in order to feel socially connected. These findings support the idea that millennials’

brand choices are influenced by their desires to be associated with a certain person, group or identity.

Further evidence of millennials' influence is evidenced in a 2016 Gallup poll on customer engagement among millennials in comparison to other generations. Full customer engagement is defined as being "emotionally and psychologically attached to a brand, product or company" (Adkins, 2016, p. 1). The article addresses two important trends: millennials have the lowest level of customer engagement of any generation in general, but when they *are* fully engaged with a brand or product, they provide higher profitability and loyalty to the brand than fully engaged members of other generations.

The willingness of fully engaged millennials to share or endorse their favorite brands on social media can be largely attributed to the idea that members of the millennial generation connect more personally and emotionally with brands than others do. Half of millennials between the ages of 18 and 24, a range that includes many college students, agree that brands "say something about who I am, my values, and where I fit in" (Barton et al., 2014). Fifty-nine percent of millennials reported in 2012 that the brands they purchased represented their personality and style, while 40 percent claimed they would pay extra for a brand that represented the image they wanted to embody. Additionally, millennials care about corporate social responsibility more than other generations: 48 percent said they "try to use brands that are active in supporting causes," which substantiates the idea that millennials want the values of the brands they purchase to align with their own values and beliefs (Barton et al., 2014).

So what makes for a successful social media campaign? In his study on marketers' new media strategies to reach millennials, Serazio (2013) found that millennials are exhibitionists and very "savvy and skeptical" (p. 607). As a result, successful social media marketing techniques

are often those that are authentic, involve the consumer in the actual ad itself (i.e. “liking” a Facebook brand page or user-generated ads), and cater to the exhibitionist nature of millennials by acknowledging or giving shout-outs to consumers (Muk, 2013; Serazio, 2013). Similarly, Tingley (2015) found eight common themes among tactics to which brand marketers attributed successful social media marketing strategies: use of the right social media channel(s), incentives for consumer interaction with the brand (i.e. “liking”), good timing, avoiding information overload, resisting “hard selling,” transparency, personalization of ads, and proper market segmentation and targeting. While researchers have identified effective marketing methods to engage millennials on social media, the practice of leveraging millennial consumer tribes to do so has not yet been explored.

### Apparel Brands and Social Identity

Building on past research of the relationship between reference groups and brands, Escalas and Bettman (2005) studied the symbolic meaning of brands for ingroups and outgroups and found that participants chose brands based on their desire to signal their identification with a specific social group. Berger (2016) explains this phenomenon: “If someone acts like us, or behaves similarly, we may infer that we...are part of the same tribe...If someone has the same accent or loves the same brand, we feel an affinity or bond,” (p. 41).

This study will focus on clothing brands in particular because of the inherent self-expression and self-identity that comes with one’s style choices. For instance, Feinburg et al. (1992) found that “when the subjects chose clothing to represent their personalities, there was a close correspondence between the observer’s perceived meaning of the clothing and the self-reported social identity of the individual” (p. 22). Belonging to a tribe is a social identity in and of itself; when members self-select into a tribe, they take on this shared identity. As a result,

members of a specific tribe are likely to have similar tastes in clothing brands. In a study comparing photographs of the outfits of two eating clubs with different sets of values and personalities at Princeton University, Berger (2016) found that observers correctly guessed the club to which the outfit wearers belonged 85 percent of the time. Not only does this support the idea that members of the same tribe often wear clothing that reflects their social identity, but it also demonstrates that observers pick up on these clothing signals and label members according to the way they are dressed.

This creates an opportunity for clothing brand marketers: instead of having to target consumers individually, marketers could simply pinpoint a group of people likely to resonate with the brand's identity and disseminate a message quickly and effectively throughout that group. For instance, in Cova and Cova's study (2002) of the Parisian in-line skating tribe discussed earlier, the researchers found that clothing brands had positioned themselves to target specific sub-tribes, like stunt skaters, "which had their special practices and rituals and their own special dress codes" (p. 609).

While millennials heavily influence one another's brand choices, they also want to exhibit their individuality and independence (Morton, 2001). Clothing choices, as explored by Chan, Berger and Boven (2013), allow people to express their social identity while remaining partially individualistic. For instance, "If wearing a certain brand is a good signal of a particular social group, then someone who wants to communicate that identity while also feeling unique may buy a shirt from that brand but select a particularly unique color" (p. 290). Because style choices enable millennials to conform to a tribal social group while maintaining a sense of uniqueness, this study will focus on the motivations, attitudes, emotions and preferences of millennial tribe members when evaluating and purchasing clothing brands.

## **Chapter 2**

### **Research Questions**

To identify ways in which brands might better leverage tribes in order to reach millennials, this study poses the following research questions:

1. What are the most prominent and common characteristics of millennial tribes?
2. Do members of millennial tribes dress similarly (e.g., share a homogenous fashion aesthetic)?
3. What influences members of a millennial tribe to wear similar or the same clothing brands? Is social capital impacted? How and why?
4. What social platforms do tribe members use to interact with each other and with their favorite brands? What forms do these interactions take? What does this mean for brand marketers?

### **Methods**

To answer the research questions, a two-pronged, qualitative research approach was carried out using depth interviews and focus groups with millennial tribe members in February and March 2017. The data collected was used to gain deeper insight into the social media interactions between tribes and clothing brands and, ultimately, to make recommendations to brand marketers endeavoring to reach millennials.

Given that the study researches members of the millennial generation and that college students under the age of 35 are part of this cohort, all study participants were students between the ages of 18 and 26 at the University of North Carolina at Chapel Hill.

### **Part I: Secondary Research**

In order to recruit tribe members for participation in the study, secondary research was first carried out to identify organizations on campus that were likely to exhibit tribal tendencies and qualities. Research primarily occurred on the UNC-CH webpage that lists all student

organizations. Sixteen organizations were determined to have a high likelihood of exhibiting tribal qualities, including the Epsilon Eta Environmental Honors Fraternity, Carolina Fishing Club, Carolina Meditation Club, UNC Marathon Team, UNC Anime Club, Students for the Advancement of Psychedelic Studies, Zeta Tau Alpha, Delta Delta Delta, Delta Kappa Epsilon, Company Carolina, Feminist Students United, Chapel Hill Chalkaa, Moonlight Hip Hop Dance Crew, Bhangra Elite, LAB! Theatre, and Tar Heel Raas.

## Part II Methods: Depth Interviews

After identifying UNC-CH organizations that were potentially associated with a tribe, a highly engaged member of each organization was contacted to participate in an in-depth interview to determine whether or not the organization could be considered a tribe. Of the sixteen members (each involved in different organization) chosen and contacted, ten volunteered to participate in an in-depth interview. The ten organizations represented included the Epsilon Eta Environmental Honors Fraternity, Carolina Fishing Club, Carolina Meditation Club, UNC Marathon Team, UNC Anime Club, Students for the Advancement of Psychedelic Studies, Zeta Tau Alpha, Delta Delta Delta, Delta Kappa Epsilon, and Company Carolina.

## Part II Format: Depth Interviews

Each interview was one-on-one and lasted around 15 minutes. As this study focuses on clothing brand choices within tribes, a discussion guide prepared beforehand consisted of questions aimed at uncovering the purpose of the organization, the level of involvement and cohesiveness among tribe members, and communication methods between the organization and members and among members. Questions also explored whether clothing brands play a role in



tribe identification, and, if so, the extent of that role. Based on the answers to these questions, three themes were identified that qualified an organization as a tribe: the majority of members' close friends tend to also be in the tribe and thus communicate inside and outside of organizational meetings; the tribe has multiple rituals and traditions; and the tribe meets frequently and plays a big role in members' lives as a result.

The organizations that were found to exhibit these tribal qualities were chosen for focus groups, including the UNC Anime Club, Students for the Advancement of Psychedelic Studies, Zeta Tau Alpha, Delta Delta Delta, Delta Kappa Epsilon, Company Carolina, the Environmental Fraternity, and the Marathon Club. All depth interviews were audio-recorded.

### Part III Methods: Focus Groups

Focus groups are used “to identify participants’ preferences, attitudes, motivations and beliefs” and “insights regarding group dynamics” (Brennen, 2013, p. 60). Because this study focuses on the clothing brands participants prefer, their motivations for buying those brands, and the shared system of beliefs and values among tribe members, focus groups are the ideal qualitative research method.

Once the organizations were selected to partake in focus groups, the interviewees of the chosen organizations were asked to forward a focus group recruiting email from the researcher to the organization's listserv (list of email addresses of organization members) or GroupMe (app for sending messages to a group of people) with the goal of recruiting four members from each organization for a focus group. Snacks and the opportunity to win one of four \$50 Amazon gift cards were extended as an incentive to participate in the focus groups. Of the eight organizations

selected, all but the Environmental Fraternity and the UNC Marathon Club were able to provide members to partake in the focus groups.

Two focus groups were held on Friday, March 3, 2017, each with five to six participants from a mixture of organizations. The first focus group consisted of three members from Delta Kappa Epsilon, one member from the UNC Anime Club, and one member from Zeta Tau Alpha. The second focus group consisted of two members of Zeta Tau Alpha, one member of Company Carolina, and 3 members of Students for the Advancement of Psychedelic Studies.

These tribes were selected based on insights uncovered in the interview process that their clothing brand choices were largely a result of the activities or values of each organization. For instance, members of the UNC Anime Club tend to wear graphic t-shirts featuring anime characters, which are purchased at Anime conventions they attend together. Students for the Advancement of Psychedelic Studies tend to purchase only second-hand clothing, which is congruent with the tribe's anti-establishment mentality, avoidance of mainstream society and dislike for materialism.

### Part III Format: Focus Groups

Both focus groups lasted for an hour and were audio-recorded and transcribed. Questions were prepared ahead of time to help facilitate conversation related to tribe culture, clothing brands or styles that are popular among tribe members, how these clothing brands make members feel, the motivations behind buying the specific brands, and members' interactions with the clothing brands on social media. Before any questions regarding brands are asked, an exercise (Exercise 1) had participants look at photos of five different outfits. The all other identifying aspects, including the person's face and background, were cut out of the picture.

Each participant matched the outfits with the one organization out of a list of nine they believed the wearer of the outfit would most likely belong to and then discussed their answers. This exercise indicated that many of the organizations involved in the focus groups do, in fact, have a specific, identifiable clothing style. It also served the purpose of demonstrating that participants pick up on social identity signals set forth by clothing.

All participants were then asked to complete another exercise (Exercise 2) in which each individual drew the stereotypical tribe member and the clothing he or she typically wears and then discussed their drawings. This helped to identify brands that are popular among tribe members while avoiding groupthink, which may have occurred if participants were asked to discuss their favorite brands collaboratively. As Berger (2016) pointed out, "...having a written record before interacting with others makes it harder to stray from one's convictions, and increases the chance that diverse viewpoints will be heard," (p. 60).

## **Limitations**

As with most studies, there were limitations to the methodology. Some interviewees claimed they do not pay attention to their clothes or brands, and thus were unsure if other tribe members generally wore specific brands or not.

Another issue was the samples, which are far from random. Due to geographical and temporal constraints, the study only examined tribe members who attend the University of North Carolina at Chapel Hill. While the samples fulfilled the criteria of belonging to the millennial generation and participating in a certain tribe, they represented a small portion of American millennials who also identify with that tribe or with similar tribes.

Recruiting for focus groups proved difficult, as the researcher heavily relied on the interviewee of each organization to send out the recruiting message and convince other organization members to participate. As a result, two of the eight organizations that said they would be present at the focus group did not attend. Additionally, while the goal was to have four members of each organization participate, half of the organizations only provided one person, while the other half provided two or three.

Although groupthink is always an issue to consider when using focus groups, measures were taken to minimize it. For instance, the drawing exercise encouraged participants to draw the stereotypical member of their respective organizations before the subject of clothing brands was broached to ensure that members agreed upon the general appearance and brand choices of a typical tribe member.

## Chapter 3

### Findings

#### Formation of Millennial Tribes

Among the various factors that unite millennial tribes, this study identified three common themes: the tribes studied were brought together based on a shared sense of friendship (social), a shared activity, or a shared interest. Each type of tribe was represented in the focus groups.

*Social Tribes:* Students for the Advancement of Psychedelic Studies (SAPS), Delta Kappa Epsilon (DKE), Zeta Tau Alpha (ZTA) and Delta Delta Delta (DDD) were identified as social tribes because members choose to join their respective tribes to build relationships with the people in the group. In other words, members join a social tribe because the values, lifestyle and ideology of the tribe resonate with them. For instance, women in ZTA and DDD join their tribes because they feel a sense of belonging and commonality to the sorority. As one DDD member described, “I just liked the people. They seemed to like me the most out of all the sororities I went to... I just really loved the girls that I met there.” Similarly, members of SAPS were found to join the tribe because of its anti-establishment ideology oriented around spreading awareness of the positive effects of psychedelic drugs. One SAPS member explained why he joined: “Personally, the things that I value in the organization are the strong social connections and the nice web of people who you can be safe with like you can talk about things and ask them questions to make sure that you're not being reckless [with drugs].” The founder defined the group as “anti-capitalist” and said he created the organization by simply motivating his close friends, who take psychedelic drugs regularly and have anti-establishment lifestyles, to work towards educating the public about the benefits of psychedelic drugs.

*Activity-Based Tribes:* Activity-based tribes are brought together based on a shared dedication to a specific activity. Company Carolina is a good example in that it unites people who have a shared love for acting and production. The only student-run acting organization on campus, Company Carolina consists of tribe members who, per one member, “make art in different ways, whether it’s performing or working backstage, designing or directing.” While Company Carolina tribe members are primarily united based on an activity, many also share a similar ideology: most productions touch on themes of social justice and work towards bringing the community together whenever possible.

*Interest-Based Tribes:* Carolina Otaku Uprising (COUP) is an interest-based tribe, which are typically formed based on a shared interest among members, even if they have different social or activity backgrounds. COUP was created by tribe members passionate about anime and revolves around this interest. Members meet weekly to watch anime together, travel to anime conventions, play anime video games and discuss their favorite anime characters. The organization was formed primarily to provide the environment and resources for people to watch anime, while also serving as a way to meet students with the same interest. One member explained,

“I joined because I’ve really loved anime since I was in the seventh grade and it’s a fun way to see new shows that I can watch, and also I was hoping to meet some friends who are interested in the same kinds of things that I am.”

### Prominent Characteristics of Millennial Tribes

Millennial tribes exhibit three primary characteristics that tend to differ from other non-tribal organizations: (1) the majority of members’ close friends tend to also be in the tribe and thus communicate inside and outside of organizational meetings; (2) the tribe has multiple rituals

and traditions; and (3) the tribe meets frequently and plays a big role in members' lives as a result.

Characteristic one, the social component, was found to be crucial for a millennial organization to qualify as a tribe. All tribes that participated in the focus groups were extremely social. For instance, COUP member often meet for dinner before meetings and are also part of other tribes with similar interests – one COUP member noted that a large proportion of members are also in the Dungeons and Dragons Club and the Board Game Club. Members of SAPS are also close-knit: many members live in houses next to each other and see each other daily. One member said, “There’s more interactions outside of meetings than there are in meetings for sure.” DKE members claimed their closest friends at UNC were also in DKE, which some attributed to the amount of time they spend at the DKE house each day playing basketball, watching television and eating meals.

All focus group participants noted the importance of certain rituals or traditions that brought their organization together. One COUP member explained multiple anime-related traditions that occur throughout the year, such as tribe trips to anime conventions, a spring picnic that occurs under cherry blossom trees similar to those found in Japan, and an anime-character themed Halloween party. DKE, DDD and ZTA have various rituals members hold sacred, including initiation, as well as traditions they look forward to, such as annual (themed) social events that occur every year at the DKE house. DDD members mentioned the importance of “Delta’s Only,” a monthly meeting in which DDD members watch a movie together, take a group spin class, or go out for a meal together. “Things like ‘Delta’s Only’s’ really let us focus on hanging out with just each other as opposed to other people being around, and doing activities we would never normally do makes us bond more than we would just going out together.”

Company Carolina throws a cast party on the first weekend after the conclusion of each show where they take the group to Cookout (a favorite fast-food restaurant). These rituals and traditions give tribes a sense of identity and allow members to come together as one and feel a sense of belonging to the tribe.

Finally, organizations that qualify as tribes were found to meet often and thus play a large role in members' lives. COUP, for instance, meets for an hour every week to watch anime together. DKE has bi-weekly chapter meetings, while ZTA and DDD have weekly chapter meetings. These three tribes also have social events at night every few weeks, during which members go out together. SAPS members hold a bi-weekly meeting for administrative purposes and host weekly movie nights or take psychedelic drugs together frequently. Regular meetings allow tribe members to strengthen their bonds with each other and with the tribe itself.

#### Brands Followed on Social Media

Not surprisingly, all research participants except one reported that they followed brands on social media. However, there was a clear distinction between those participants that followed brands because they represented the values of the tribe and those that followed brands because they represented the values of the individual. The only tribes that claimed to follow clothing brands that aligned with their tribal values on social media were social tribes. These participants shared that they primarily followed brands on Instagram although a few also followed [brands] on Facebook.

Brand following, and especially apparel brand following, based on individual values was more typical of the interest-based and activity-based tribal members. A COUP member said she didn't follow any clothing brands on social media but does follow the Pokemon Company on



Facebook. Although this brand aligns with her interest-based tribe, it is not a clothing brand. Similarly, a Company Carolina member reported that she did not follow any brands directly related to the activities of acting or production, but does follow brands of local boutiques she enjoys. In general, these boutiques do not necessarily sell (or represent) clothing that Company Carolina members reported they wear. Thus, even though the interest-based and activity-based tribe members reported individually following certain brands on social media, they are not following these brands based on tribal values.

Social tribe members follow both apparel and non-apparel brands on social media that align with their respective tribal values. For instance, DKE members said they follow brands like ESPN and National Geographic as well as clothing brands like Nike, Under Armour, Patagonia and The North Face to see the exciting, adventurous, beautiful photographs they post. While the members claimed they are not following these brands specifically for apparel, the brands did align with DKE's values and post content that relates to athletics or revolves around outdoor activities. Aesthetically-pleasing curation of brands' visual posts was found to be a major driver for following a brand among all tribes.

Similarly, ZTA members and DDD members followed multiple clothing brands and stores on Instagram. A ZTA member said she follows brands that she wears on a regular basis to see products she likes and find out about new arrivals. These brands include Madewell, Lulu Lemon and Nike. However, she also follows Quicksilver purely for the interesting photographs, even though she does not wear the brand's clothing. DDD members follow clothing retailers like Moda Operandi, Net-A-Porter and Shopbop. One member reported she follows "some for the content, [but] some that I follow have really expensive clothes I could never buy but I just like fashion so I follow them to see because I like to admire the clothes and stuff." Another member

added that she follows certain brands because she likes the way they curate their clothes in photographs. The clothing brands and retailers followed by DDD and ZTA align with their values and the one-word both organizations used to define their tribes' style: "trendy."

### Brands' Social Media Influence

The participants who follow clothing brands don't tend to interact with the brand posts they see. One DDD member explained, "It's more just for my personal [use], it doesn't really matter if I like it, whereas if I'm liking a friend's photo, it's personal and they're going to see that I liked it. But I don't care about liking some random brands." Another DDD member said she only shared posts she found especially aesthetically-pleasing with friends who have a similar clothing style. However, a ZTA member said she will interact with a clothing brand's post if a giveaway is involved. For example, if a brand offers to give away a free t-shirt to a follower who tags three friends in the post, she will do so to enter the giveaway.

Although participants do not interact with posts frequently, some reported that certain posts and campaigns have influenced them to buy a brand's products in the past. As discussed above, the importance of curation was a common theme among reasons to follow a brand. A member of ZTA shared that realistic brand posts that feature a clothing item in a new situation can increase consideration and likelihood to purchase. She recently bought a dress after seeing a boutique's Instagram of a model wearing the dress walking down the street and explained,

"I think that they do a really good job of styling their photos in a way that makes it like feel like it's going to look good on you and make it feel like whatever the models doing in that photo is something that you would want to do. I think they made a good job of presenting a lifestyle that you want to have."

Widespread sponsored ads in social media were found to be particularly effective in terms of generating awareness: participants cited a recent Tommy Hilfiger ad campaign featuring a famous model, Gigi Hadid, as well as a recent New York Times ad campaign. According to participants, the campaigns included widespread “sponsored post” advertisements on Instagram, Facebook and Snapchat. Although no participants had purchased a product from either brand, most remembered seeing one or both campaigns on one of these social media platforms.

Brands that take a stand on social or political issues may also positively influence tribe members who hold similar views. One DDD participant said she was influenced to purchase a shirt by a female fashion designer she followed who posted a pro-female message during the Women’s March. She explained, “When they post stuff about like political stuff I align with, that influences me because I can relate when they actually take a stand on something.”

Influencer marketers, such as bloggers or celebrities, were brought up when participants were asked about the ways social media had influenced them to buy a product. Fashion bloggers and lifestyle bloggers tend to post photos of their daily outfits or new clothes they’ve purchased, which benefits both the clothing brands they post as well as the bloggers’ followers. One participant explained, “You can see what brand they tag [in the photo]. Then I’ll go online and look at what else [the brand has]. If I like the style, I’ll see if the product is still being sold or see they have any other things that are similar, [and I’ll consider purchasing something].”

A Company Carolina member follows local boutiques in Chapel Hill and in her hometown to admire the clothing and see what new items are in stock. Another participant cited similar reasons for following local stores and explained, “I’m not a big fan of going to the mall and spending a ton of time looking through things and I do most of my shopping online. So

firstly [I look] on [a brand's] social media site and I'll then go to their actual website [to buy a clothing item I saw and liked]."

Although SAPS participants do not buy clothing often or interact with clothing brands on social media, one SAPS member does follow a local second-hand store on Instagram to see the store's art. While the store posts new items in stock, it also occasionally posts some of the artwork it sells. He explained, "I like all of the art that's put up. I don't walk there very often. But I want to see the art that they put up on the walls because it's always pretty good. If it's cheap I might buy it one day." Rumors's interesting art contributes to its brand identity, and even if the SAPS member does not go out of his way to purchase clothing at Rumors, the store has created a way to draw him in and stay updated with the store.

#### Common Tribal Lifestyles and Clothing Styles/Brands

Overall, millennial tribe members were found to share a common clothing style with the other members of their respective tribes. Many were also able to pinpoint a few brands that members tended to wear.

When asked to describe in one word the clothing style of members as depicted on social media, members of each organization chose adjectives that accurately represented the shared values of the tribe. SAPS members used words like "trippy," "minimalist" and "shaggy," referring to their hippie-inspired jewelry, a frequent lack of clothing altogether, and second-hand (and often ill-fitting) clothing. One DDD member described the tribe as "trendy" because "people care about the way they look and express that through their clothes, so they're always up to date with trends [in pictures] on social media." A ZTA member also used the word "trendy" and explained, "I can't think of anybody that is super like cutting-edge or doing their own thing.

I think it's more just like whatever is popular right now. It's just like pretty mainstream so just like what's trending right now is what we're wearing."

A Company Carolina member described her organization's clothing style as "artsy," given the fact that the tribe consists of people who have a passion for art and acting, and thus tend to express that through their clothing. A COUP member responded that the organization's clothing style is "nerdy" in that members tend to wear a lot of clothes with anime characters on them. She defined "nerdy" as being passionate about something that isn't necessarily mainstream. DKE members used words like "casual" and "comfortable" to explain their tendency to wear t-shirts and sweatpants and agreed that they dress more casually than most male Greek organizations on campus.

During the research, participants were asked to draw an imaginary person that best represented their respective organizations, including details like where the person lives, the transportation they take to school, what job they have (if any), what they study, and the style or brands of clothing they wear. Not surprisingly, participants were once again able to envision someone who accurately represented their respective groups' shared values.

Although the two sororities' imaginary members had many similarities, there were also some distinct differences. Both ZTA and DDD described a girl who wears an oversized t-shirt and cutoff denim shorts or workout leggings. Members from both tribes mentioned brands and styles like Lulu Lemon, white Converse sneakers, Nike sneakers and white Adidas sneakers. A ZTA member said a typical member "wears leggings and an oversized t-shirt, something over it like a cardigan or sweatshirt, and tennis shoes during the day. And then at night... she wears like black jeans and some type of fashionable top and booties." DDD members painted a similar picture.

However, the styles of the two sororities diverged in some ways. ZTA members also mentioned preppier brands and styles, like Barbour, L.L. Bean Boots, and thick gold hoop earrings. Conversely, DDD members noted their tribe has an artistic flair:

“There is also a big artsy group in Tri Delt. I feel like most sororities tend to be not very into that, but I think Tri Delt is that one sorority that’s more into art and I think there are girls that dress differently. There’s a standard girl [who I drew in this exercise], but there’s also a decent amount of girls that are into something so different.”

DDD members also mentioned a few trendier brands that are on the more expensive side, like Golden Goose sneakers, Rag and Bone and Current/Elliott.

Another interesting finding was the clothing SAPS members chose for their imaginary person. SAPS members painted their imaginary member wearing jewelry, loose clothing purchased from a second-hand store or picked up from a local free market, tie-dye shirts, and second-hand Converse or Vans. These were the only two brands mentioned: SAPS members emphasized how little they care about the clothing they wear. One member claimed he hadn’t purchased new clothes in three years, while another said she has been wearing the same pair of second-hand Converse that are two sizes too big for the past year. The same member purchased an almost-new pair of white Converse last month and purposefully rubbed mud on them so they wouldn’t appear to be new.

The imaginary Company Carolina member tends to shop at Free People, a relatively “artsy” clothing brand, and at Rumors, a local second-hand store. In rehearsals, however, she wears gym clothes. This clothing is not stylish, athleisure clothing: It usually consists of a big t-shirt and workout shorts, and is often UNC branded and purchased from the UNC Student Store. The stereotypical DKE member wears khakis (especially by the brand Mountain Khakis), Nike or New Balance sneakers, high Nike socks, and casual t-shirts. While most t-shirts worn were purchased at concerts or were made for specific Greek events, he also wears collared shirts by

Ralph Lauren, Peter Millar and B. Draddy. A COUP member described her imaginary person as someone who buys t-shirts with popular anime characters from various anime conventions she attends, as well as from Hot Topic, a clothing store.

### Identity as an Influence on Styles and Brands

The style and brand choices of all participants were found to be influenced to some degree by their respective tribal identities. Those who belong to social tribes, however, were found to be the most influenced by their tribes' in their clothing choices.

A member of Company Carolina, an activity-based tribe, said she purchased more black clothing items because other members of the production team tended to wear all black backstage. She also said that because actors tend to wear athletic clothing during rehearsals, she tends to also wear athletic clothing to practice. However, her day-to-day style outside of Company Carolina is not noticeably affected by the tribe's values. Although a COUP member reported to wear her anime apparel more often when she's around other members, she shared that her main motivation for purchasing the clothing was her personal interest in anime as opposed to her social identity to COUP.

Conversely, social tribe members' style and brand choices tend to be more strongly influenced by tribal identity. A SAPS member referenced the tribe's ideology when describing his motivation behind buying second-hand clothes:

“The group tends to be far more anti-capitalist than the average campus group. It make sense that people wouldn't want to go to an outlet store or a mall and buy all their clothes because it's probably running through the back of their mind the whole time like ‘this was made by a crew of 400 child slaves in Bangladesh.’”

DDD members also noted an influence of their tribe's ideology on their style choices:

“I remember going into Tri Delta and I remember thinking it was more [artsy]. I like didn’t really shop at Free People [before joining], and when I was a freshman [and joined DDD], I like went crazy at Free People and bought so much Free People stuff to try to look more like the other girls.”

Although all the style choices of all tribes were said to be influenced by the values, activities or interests of each respective tribe, social tribes expressed a noticeably stronger sense of tribal identity through their style and brand choices.



## Chapter 4

### Discussion

#### Clothing as Badge of Social Identity

So why do social-based tribes have a stronger tendency to follow, purchase and wear brands that align with their tribes' values? The findings support the idea that the more narrow the focus of the tribe, such as a specific activity or interest, the more narrowly it will affect members' clothing brand and style choices. The opposite is also supported; when a tribe is created based on a broader focus, such as the shared ideology of a social-based tribe, the tribe's identity influences members' clothing choices more broadly and deeply.

For example, SAPS members joined the tribe because of its anti-establishment ideology. They wanted to be around others who lived by similar values and principles. Their clothing choices serve as a badge of identity of SAPS's ideology: they buy second-hand clothing or get it for free, don't put a lot of effort into their appearance, and choose brands and garments that are carefree, psychedelic, and not mainstream. They wear brands like Vans and Converse, which historically are worn by alternative, rebellious consumers. They choose tie-dye shirts and wooden jewelry. This hippie-like mentality also manifests itself when members choose to wear no clothing at all:

“We're also a lot more comfortable with parts of our body that we've made taboo. The clothing reflects [the free flowing nature of it]. Like when people don't wear clothing or what parts of their body they don't cover up... A lot of people don't wear underwear underneath their loose pants, that sort of thing.”

One member purchased a pair of Converse that looked like new for her friend. Before giving them to him, she purposefully rubbed mud on the sneakers to make them look worn-in. She explained, “It would've looked weird, him wearing stark white converse.” Although the SAPS tribe claims to not care about appearance, members still make conscious decisions about

their clothing based on their ideology. They wear their clothes as a badge of identity to the SAPS tribe, and therefore its ideology: because of SAPS's preference for second-hand clothes based on its anti-establishment mentality, that member went so far as to make sure the used clothing she purchased actually looked used. Interestingly, one member was recruited to the organization based on the clothes she was wearing. "I was wearing weed socks in the cafeteria and [a SAPS member] told me he liked my socks and was like sit down, tell us about yourself. I did and he was like, we're doing this club, you should join. So I did." Her marijuana-stamped socks represented her openness to drugs and her rebellious nature, and a SAPS member quickly recognized it as being synonymous with their ideology.

Based on the study's findings, DKE's ideology seems to revolve around "easy-goingness," friendship, masculinity, confidence, and fun. Social acceptance is also a large driver in selecting DKE – one member explained that part of the reason he joined was because "socially, I knew it was the best house." Men choose DKE because they identify with these values. Naturally, they wear clothing that expresses these values: comfortable t-shirts and sweatpants reflect their easy-goingness, Mountain Khakis represent some masculinity, and Peter Millar collared shirts lend an air of confidence. The clothing brands and styles worn by a social-based tribe like DKE or SAPS simultaneously represent the tribe's ideology while also serving as a badge of identity to that tribe.

### Implications for Brand Marketers

Because social-based tribes tend to express their ideologies through their clothing choices, it makes sense that their ideology and identity to their respective tribes also influences the clothing brands they follow on social media. Trendy, feminine ZTA and DDD members tend

to follow clothing retailers that sell the brands they like to wear; masculine, laidback DKE members tend to follow outdoorsy, athletic brands; and alternative, anti-capitalist SAPS members tend to *not* follow any clothing brands.

However, despite their interest in and aligning ideologies with the brands they follow, tribe members (even social-based tribe members) rarely interact with the branded content they see on social media. Instead, members often use branded social media posts as a way to stay updated with new products and see what's in stock. Only when they see something they like do they go to the brand's website or brick-and-mortar to consider the product further or make a purchase. Brands can take advantage of this by consistently posting pictures of new products as well as old products in an effort to remind users of the products on the website. Furthermore, all brand posts should contain a prominent, seamless link to the product's webpage or the location of the nearest brick-and-mortar to provide a simple way for millennial users to further consider purchasing the product.

Ideally, a brand's messaging advances its identity and values in an effective and relatable way to its audience – take the DDD member who was influenced by a pro-women message posted by a female fashion designer during the 2017 Women's March, for example. However, a target market can often be broken down into groups with more specific interests or ideologies that relate to the larger brand identity but aren't exactly the same. By identifying tribal groups on social media, a brand could potentially tailor its messaging more specifically to groups within its target market to create a more effective, engaging ad for a tribe.

Curation is key when it comes to branded content. Especially on Instagram, where aesthetically-pleasing content is expected, millennial tribe members want to see something beautiful, exciting, mind-blowing, or otherwise entertaining. They won't follow a brand just to

see the products: they expect a certain level of visual appeal that is consistent with the brand's identity, and to a certain degree, their own tribe's identity and ideology. It is crucial for brand marketers to develop a strong brand identity that is portrayed and advanced through their social media posts.

## **Conclusion**

Millennials have always been a notoriously elusive target market. While they constantly use social media, they are difficult to reach due to their aversion to advertisements. Many have strong brand preferences and express their social identity through the clothing brands they choose. This is especially true of millennials whose ideology aligns with that of a brand's.

The propensity to wear clothes that reflect a member's social identity has the potential to be extremely beneficial for marketers: a brand could quickly become a staple for an entire tribe just by representing the tribe's values and being discovered by a few members. If a brand could identify a tribe with similar values on social media and target all members at once, the adoption of the brand has the potential to occur much more frequently and quickly. For a relatively small, college-based social tribe, this might not make a huge difference for a brand. But, with bigger, nation-wide millennial tribes or a large number of small tribes, this could make a significant impact. Furthermore, millennials are extremely elusive when it comes to social media marketing tactics. If brands could identify users or groups on social media whose values align with the brand's identity, they could target those users specifically and increase their chances of gaining new followers.

As social media marketing techniques advance, brand marketers should consider targeting social-based millennial tribes in order to effectively engage the millennial audiences they have struggled to reach in the past.

### **Future Research**

The ability to target specific markets of millennial consumer tribes would hugely benefit marketers and brands. Future research of larger, more widespread millennial social tribes and the ways they interact both with each other and with brands on social media would be especially helpful in identifying how best to reach these tribes.

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## **Appendix**

### **A. Interview Recruiting Email**

Subject: Interview on [Name of Organization]

Hi (First name),

My name is Kate and I'm a senior in the Media and Journalism School. I'm carrying out a research project that studies the intersection between social media, clothing brands and tribes (defined as groups of people brought together based on a shared value, ideology or activity).

I am really interesting in learning more about the (name of organization). Would you be willing to participate in a 30-minute interview at some point over the next two weeks? I will gladly work around your schedule. In order to participate, you must be a student at UNC-CH between the ages of 18 and 26.

Thank you so much for your time and I hope to hear from you!

Best,

Kate Rand  
School of Media and Journalism | Class of 2017  
[krand@live.unc.edu](mailto:krand@live.unc.edu) | 303.913.5007

### **B. Focus Group Recruiting Email**

Subject: Focus Group on [Name of Organization]

Hi (First name),

My name is Kate and I'm a senior in the Media and Journalism School. I'm carrying out a research project that studies the intersection between social media, clothing brands and tribes (defined as groups of people brought together based on a shared value, ideology or activity). [Name of interviewee in organization] told me you might be interested in participating in a one-hour-long focus group to discuss [name of organization].

In order to participate, you must be a student at UNC-CH between the ages of 18 and 26. All participants will be entered for the chance to win one of four \$25 Amazon gift cards, and snacks will be provided. The focus group will take place at some point within the next two weeks. If you are willing to participate or would like some more information, please let me know!

Thanks so much for your time, and I hope to hear from you soon!

Best,

### **C. Interview Discussion Guide**

#### **A. Screener Questions**

- a. Are you a full-time student at the University of North Carolina at Chapel Hill (UNC-CH)?
  - i. If no: Terminate
  - ii. If yes: Next question
- b. Are you involved in any organizations at UNC-CH?
  - i. If no: Terminate
  - ii. If yes: Proceed to interview

#### **B. Introduction**

- a. What organizations are you involved in on campus? List them in order of highest involvement to lowest involvement.

#### **C. Let's talk a little more about the organization you are most involved in.**

- a. What is the purpose or mission of the organization?
- b. How many people are in the organization?
- c. Is this organization specific to the UNC-CH campus, or are there other chapters?
- d. How does the organization communicate with its members?
- e. What values are important to the organization? How do members feel about these values?

#### **D. Tell me a little more about your role in the organization.**

- a. What is your role/position?
- b. How often do you meet? Where? For how long? What does a typical meeting entail?

#### **E. Now, I'd like to know a little more about the members of the organization.**

- a. Are members recruited to join, or do they generally volunteer?
- b. What are the other roles or positions in the organization? Are some members more active than others?
- c. Do members interact with each other outside of the organization? In what manner and to what extent?
- d. How do members communicate with each other, if at all?
- e. If you had to describe the members of your group to someone outside the group, what would you say? (Probe if necessary: Where do they live in Chapel Hill? What car do they drive? Do they have a job? Where do they like to eat? What subjects do they study?)
- f. Does your organization have any rituals or traditions (can be anything from a special handshake to semi-annual events to weekend trips)?

#### **F. I have one final set of questions for you about the types and brands of clothing worn by the members of your organization.**

- a. Are there any similarities in the types or brands of clothing that members of your organization wear? If so, what?

- b. Please describe the type and brands of clothing that most group members wear.
  - c. Are the values of the organization reflected in the clothing worn by members?
  - d. If so, what would those values be?
  - e. Have you ever purchased any clothing based on one or more of these values? Why/why not?
  - f. Have you ever influenced others to purchase any clothing based on one or more of these values? If so, please tell me how you did so.
- G. Thank you so much for participating.
- a. Classification: Age, year, hometown

## **H. Focus Group Discussion Guide**

- 1) Introduction (3 mins)
  - a. Moderator introduces herself.
  - b. Moderator explains purpose of discussion.
  - c. Moderator asks participants to keep everything said in the focus group confidential.
  - d. Moderator reaffirms confidentiality, not here to sell anything, all opinions are welcome, audiotaping so can concentrate on what you are saying and not distracted by having to take detailed notes and reminder to talk one at a time for the tape.
  - e. Moderator asks: Please introduce yourselves (first name, age, year and hometown) and include a 30-second summary of the organization you are most actively engaged at UNC.
- 2) I'd like to know a little more about the organization you are most actively engaged in here at UNC (10 mins)
  - a. Why did you join?
  - b. What are the main (top 2-3) values of the organization?
  - c. Does the organization have any special traditions or rituals (can be anything from a special handshake to semi-annual events to weekend trips)?
  - d. What role do you have in your organization? How often do you participate in organization meetings or events?
  - e. How does the organization communicate with its members? Do members use social media to interact? (If yes) Does the organization (not an individual) have social media pages, such as a Facebook Page? What do social media interactions look like (photos, posts, sharing, etc.)?
  - f. Can any member post content on the organization's page? What do they typically post?
  - g. When thinking about your organization's social media pages, do you recall any advertising or sponsored posts? If so, which ones?
  - h. Do members generally interact outside of organized group meetings? To what degree?
- 3) Let's talk a little more about your social media usage. (10 minutes)
  - a. Do you follow any brands on social media? (If yes) Which ones?
  - b. Tell me about your interactions with these brands on social media.

- c. When thinking about these brands, is there a particular social media marketing or advertising campaign that you recall favorably? What do you recall? (video, photos, filters, etc.)
  - d. Have you ever been influenced to buy a brand from something you've seen on social media? What brand? Why?
- 4) In front of you is an index card, please write on this card the ONE WORD you would choose to describe the collective clothing "style" of your organization as depicted on its SOCIAL MEDIA page(s).
- 5) I'd like to do an exercise where you each take 3 minutes envisioning an imaginary person that best represents your organization. Please create this fictional person in your mind and then answer the following questions:
- a. Is this fictional person male or female? Where do they live? Describe their living arrangement (Dorm, Apartment, House, etc)? What kind of transportation do they take to school (bus, bike, walk, car, etc)? What are they studying? What types and brands of clothes are they wearing? What colors of clothing are they wearing? Where do they work (if at all)? What are his or her interests? Etc.
  - b. Group Discussion:
    - i. Describe the person, living arrangement, transportation.
    - ii. Describe the types and brands of clothing in your drawing.
    - iii. In real life, are there any similarities in the types or brands of clothing that members of your organization wear? If so, what? Are the values of the organization reflected in the clothing worn by members? If so, what would those values be?
- 6) Finally, I'd like to do an exercise where you each look at an outfit I've printed out and, based on the style of clothes, determine which of the organizations listed on your sheet of paper you think the wearer best belongs to. I will show you outfits one through five, and I want you to write down TWO things: (1) you can write down the number of the outfit that corresponds to the organization you think is the best fit; and (2) write down the brand that you think this outfit may represent. We will then discuss your answers.
- a. The categories include:
    - i. **Epsilon Eta Environmental Honors Fraternity**  
*1. Our fraternity was founded in order to recognize and connect outstanding students whose primary academic focus is the environment, and to provide them with a network of support and opportunities during and after their academic career.*
    - ii. **Carolina Fishing Club**  
*Brings together anglers of all skill levels and fishing preferences to get out and enjoy the sport of fishing.*
    - iii. **Carolina Meditation Club**  
*The meditation club is a resource to students to participate in meditation to help relieve stress, center the mind, ground the consciousness, and find real happiness within and without*
    - iv. **UNC Marathon Team**

*Goals and objectives: -To promote the sport of marathon running to runners of all levels -To serve our community -To provide a support network for runners training for marathons and half marathons*

**v. UNC Anime Club**

*seeks to expose and educate all students of UNC to Japanese animation, and is open to any and all interested in being exposed to this piece of Japanese culture--or if you just like giant robots.*

**vi. Students for the Advancement of Psychedelic Studies**

*Our mission is to promote research, education, and open-minded inquiry in the field of psychedelics and to provide harm reduction services all as a concerted effort to produce healthier relationships between our society and psychedelic substances.*

**vii. Zeta Tau Alpha Sorority**

*The purpose of Zeta Tau Alpha is to intensify friendship, to promote happiness among its members, and to do such things and mold such opinions as will promote a purer and nobler womanhood in the world.*

**viii. Delta Delta Delta**

*The purpose of Delta Delta Delta is to establish a perpetual bond of friendship among its members, to develop a stronger and more womanly character to broaden moral and intellectual life and to assist its members in every way possible.*

**ix. Company Carolina**

*Our mission at Company Carolina is to provoke thought and communication by exposing our audiences and artists to a wide variety of genres, playwrights, and performance styles.*

- b. Participants explain answers for outfits 1 through 5
  - c. These styles of clothing best match certain organizations on campus. Are there any similarities in the types or brands of clothing that members of your organization wear? If so, what brands? Why? Are the values of the organization reflected in the clothing brands worn by members? If so, what would those values be?
  - d. Are these brands of clothing represented by any of the organization's video or photos on social media pages?
  - e. Have you ever purchased any types or brands of clothing that are similar to the organization's? What did you purchase?
- 7) That concludes our discussion. Please fill out cards for the drawing to win Amazon gift cards and place in this canister. Thank you so much for taking the time to participate in this focus group. (2 mins)

**I. List of Participating Organizations and Their Purposes as Stated on UNC-CH's Student Life Website**

Carolina Fishing Club

*The Carolina Fishing Club brings together anglers of all skill levels and fishing preferences to get out and enjoy the sport of fishing.*

#### Carolina Meditation Club

*We are a group of a nondenominational practitioners of meditation who invite others to join in group meditation. We only ask that good energy is brought so that good energy is maintained in the group! The meditation club is a resource to students to participate in meditation to help relieve stress, center the mind, ground the consciousness, and find real happiness within and without. The club is built around the wants and needs of the students who participate!*

#### Carolina Otaku Uprising (UNC Anime Club)

*Seeks to expose and educate all students of UNC to Japanese animation, and is open to any and all interested in being exposed to this piece of Japanese culture--or if you just like giant robots.*

#### Company Carolina

*Our mission at Company Carolina is to provoke thought and communication by exposing our audiences and artists to a wide variety of genres, playwrights, and performance styles. We offer young artists hands-on experience in an independent, entirely student-run community theatre. We strive to showcase student talent and promote Chapel Hill's artistic community. Company treats every performance as an individual project, and we achieve our artistic goals through collaboration in an atmosphere of mutual respect.*

#### Delta Delta Delta

*The purpose of Delta Delta Delta is to establish a perpetual bond of friendship among its members, to develop a stronger and more womanly character to broaden moral and intellectual life and to assist its members in every way possible.*

#### Delta Kappa Epsilon

*A brotherhood founded on the basis that members should exhibit equal parts the scholar, the gentleman and the jolly good fellow. By doing so DKE continually strives to grow the chapter's overall academic success and campus involvement.*

#### Environmental Fraternity (Epsilon Eta)

*Our fraternity was founded in order to recognize and connect outstanding students whose primary academic focus is the environment, and to provide them with a network of support and opportunities during and after their academic career. We focus on environmental service both on campus and in the local community to promote conservation and awareness of environmental issues. As a group we promote brotherhood through social events including beach retreats, dinners, and other gatherings.*

#### Students for the Advancement of Psychedelic Studies

*Our mission is to promote research, education, and open-minded inquiry in the field of psychedelics and to provide harm reduction services all as a concerted effort to produce healthier relationships between our society and psychedelic substances.*

#### UNC Marathon Team

*Goals and objectives: -To promote the sport of marathon running to runners of all levels -To serve our community -To provide a support network for runners training for marathons and half marathons*

#### Zeta Tau Alpha

*The purpose of Zeta Tau Alpha is to intensify friendship, to promote happiness among its members, and to do such things and mold such opinions as will promote a purer and nobler womanhood in the world.*

### **J. Transcript of Focus Group 1**

[Introductions]

Researcher: Cool, thank you. Tell me a little bit about the organizations that all you are a part of so you all just talked a little bit about why you joined, what made you want to join, how you found about the organization.

Female ZTA Member: I heard them when I was a freshman but as I wanted to make friends and just house, so I step outside, make friends and have like a social presence here at UNC and recruitment just placed me in Zeta to kind of like what are those things I didn't a lot about before coming into UNC. I just fell into it. I'm really happy I joined. I have a lot of really awesome great friends and probably the best benefit that I got is the social perks and just having a friend group. That's really tight and just like all of my roommates are in Zeta and so that's how I'd like to made [0:04:00] my friends here.

Researcher: You guys, why did you join DKE?

Male DKE Member 3: When I was deciding where to get in school, I visit UNC and went to Spring Party and then I met people there and then I did rush and then that was that.

Researcher: It's the social component, that's why you joined?

Male DKE Member 3: Yeah. That's definitely part of it. Most of the guys I knew from high school were in DKE so that was a big pull for me. I visited and stayed there. It was fun and yes.

Researcher: Female COUP Member, why did you join?

Female COUP Member: I joined in my first semester of undergrad because I did my undergraduate here as well and I just saw an advertising of COU somewhere on campus and I joined because I've really love anime since I was in the seventh grade and it's a fun way to see new shows that I can watch and also I was hoping to meet some friends who are interested in the same kinds of things that I am. [0:05:00]

Researcher: Cool. What would guys in sorority mean values of each organization that you're in?

Male DKE Member 1: Like what's good about it or like what the values or whatever values we just found?

[Crosstalk]

Researcher: Tell me the values, yeah, exactly.

[Non-Essential Discussion]

Male DKE Member 1: Okay. There's three that we see.

Male DKE Member 2: The Gentleman, The Scholar, and the Jolly Good-Fellow, very rehearsed.

Researcher: What does that mean?

Male DKE Member 3: That means being nice, working hard in school and having fun.

Researcher: You guys think you live by those values?

Male DKE Member 3: More or less.

Male DKE Member 2: Researcher, do you think we live by those values?

Male DKE Member 1: You know us people. You're the focus of the group.

Female ZTA Member: I'd say that our values are sisterhood, philanthropy, and community so just like being friends with each other, uplifting our philanthropies which are locally [0:06:00] and national and then just being good to everyone around us, try to be inclusive to people who are not in our organization as well as like being a part of organization to outside. I'd say that's great.

Female COUP Member: I'm not really sure what our values are. I don't really socialize a whole lot with people. I mostly just have kind of sat and watch the shows with one or two friends rather than being involve with the group as a whole but I would probably say just generally like being nice and respectful to each other and having fun and watching anime.

Researcher: Cool. Do you guys have any or is your organization have any special traditions or rituals? It can be anything from like wade or retreat, like going to any anime convention, handshakes, whatever. Do you guys have any?

Female ZTA Member: Yeah. We have rituals that we follow for like different [0:07:00] things that happened like officer installment and like new member initiation and we have a handshake and password for formal entrees to chapters and then we have Zeta Day every year that all the Zetas chapters in North Carolina go to and we also have convention every two years. That happens for Zeta nationally and we just send four officers to that. I mean we have formal every year like that sort of things.



Researcher: Female COUP Member, what about you?

Female COUP Member: Yeah. COU does a lot of annual events every year. We do a Fall Fest in the beginning of the Fall Semester and then some years, there's a trip that's organized to go to the zoo or whatever kind of place we vote on. I don't think we did anything like that this past fall because membership has been lower but there's also a Christmas party around Christmas time [0:08:00] and then I think they just played board games at that and then around Valentine's Day every year, there's this event called the Red Line is Love where we watch this movie called Red Line which is about racing and they always joke how it's like really, really about love but there's just like this one part at the end where there's like this love scene which is, it's really just about racing and cars and sports so it's kind of funny. We have like red, everyone brings red food so it's just like we wear red and we eat red food and we watch Red Line so it's just red theme meeting. In the spring, there's a spring picnic that we have in front of Manning Hall because there's some really pretty trees there that bloom and we call them Cherry Blossom trees. I don't think they're actually Cherry Blossom trees but in Japan, these kinds of trees bloom in the spring and it's the thing that lots of anime fans know about. That's a pot luck picnic [0:09:00] and then there's also an annual anime convention in Riley every year called Animazement and there is a liaison who coordinates volunteers in COU who can get free weekend passes if they volunteer there so lots of COU members offer to do that and then volunteer and get those free passes and then finally, there's a beach trip that happens in the summer over to the coast.

Researcher: Great. Do you guys have any?

Male DKE Member 1: Yeah. We have like our initiation where we initiate the new members like read our constitution and whatnot.

[Crosstalk]

Male DKE Member 1: Then we also have like a formal once a year where our whole chapter goes together in South Carolina to spend the weekend there and we also have nationals. I think once a year, we send like two or three members wherever [0:10:00] the meeting to just talk about DKE I guess.

Male DKE Member 2: It's in Indianapolis, very fun city.

Researcher: That sounds awesome. Just a quick one sentence, how often do you guys participate in meeting or events? How involve are you with any positions?

Female ZTA Member: I was the vice president of Zeta like the past calendar year or so I was a second semester senior so I've done all the position right now but I've held the position since I was a new member like as soon as I could get one, I've had one since then. What was the other question?

Researcher: How often do you participate in the meetings or events?

Female ZTA Member: Yeah. I go to the chapter once a week and go to socials probably every two weeks.

Researcher: Did you consider yourself active?

Female ZTA Member: Yeah, yeah. I'd say I'm pretty active.

Researcher: Great. Female COUP Member, what about you?

Female COUP Member: I go to the weekly meetings every week. They also [0:11:00] meet for dinner beforehand but I don't go to the dinner component. I just stayed for the anime and I don't hold any leadership positions and then as for all those different special annual events that I just mentioned. I sometimes go to those and I sometimes don't. It really depends on what it is and what my schedule is like.

Researcher: Would you consider yourself active?

Female COUP Member: Yeah. I'm pretty active, just not pretty social.

Researcher: Okay, and you guys? Would you consider yourself pretty active?

Male DKE Member 2: I can say I'm pretty active. I'm no longer in a position. I had a position I guess once upon a time last two semesters ago but when we events, I'm typically in attendance.

Researcher: You spend a lot of time at DKE?

Male DKE Member 2: Yeah. I eat my meals there during the week. You know stop by a couple times a day.

Researcher: Okay, good. How does your organization communicate with its members? Do you guys use social media to interact, LISTSERV? What's your primary form?

Male DKE Member 1: Yeah. We use LISTSERV email [0:12:00]. I usually get an email into it every day. It's about what usually was for dinner and then updates on what we're doing the rest of the week and then we usually have a meeting about every other week probably.

Male DKE Member 2: What else in this group meeting a little bit?

Male Speaker: Yeah, which is very useful.

Male DKE Member 3: I'm on Snapchat group.

Researcher: Do you have Snapchat group?

Male DKE Member 3: We do have a Snapchat group.

Researcher: Are there on fraternity or is it just you?

Male DKE Member 3: It's side to side.

Male DKE Member 1: A bunch of class.

Researcher: Okay and you have a Facebook page that you guys use?

[Crosstalk]

Male DKE Member 2: We made a Facebook page for our spring break freshmen year and then we just stop using it.

Male DKE Member 3: It's just our Podcast too.

Male DKE Member 1: It gets the occasional funny video posted in it. That's about odds usually these days.

Male DKE Member 2: Really funny stuff.

Male DKE Member 3: Extremely funny.

Researcher: Jordan, what about you?

Female ZTA Member: Our primary form of communication is probably LISTSERV but like you guys, we have Podcast groupings that we communicate in on for just like random questions and like group reminders and stuff like that [0:13:00] and then we have, Zeta has an Instagram for public but also has like a private Instagram for just Zetas, for reminders about like formal entry to chapter and just stuff like that. I'd say that's it. We have Facebook pages but we probably use at freshmen year since we've gotten more active in group meeting, we don't really have a use for the Facebook page.

Researcher: Okay and Female COUP Member.

Female COUP Member: We primarily use LISTSERV. There's a couple emails a week. There's also a Facebook group but I'm not very active on Facebook so I'm not super familiar with what's posted on there. I don't look at it very often but I think I am able to receive all the communications that I need just from looking at the emails.

Researcher: Cool, okay. Can any member post content to the Instagram or obviously your Snapchat page, can anyone send out emails or?

Male DKE Member 2: Yeah.

Male DKE Member 3: Yes.

Researcher: Cool and do you guys?

Female COUP Member: [0:14:00] Yeah so anybody can send out something to the LISTSERV and people do.

Female ZTA Member: We've had some issue about LISTSERV but we're not like usually the president is the only person who has post and now anything on the LISTSERV like pretty fun to reply all but sometimes seniors get a little frustrated and reply all.

Researcher: What about the Instagram?

Female ZTA Member: Yeah. Our historian runs the Instagram so just like one person runs that, both of them.

Researcher: When you're thinking about your organization social media pages, do you recall any advertising or sponsored posts?

Male DKE Member 1: Yes.

Male DKE Member 3: Yes, Starbucks.

Male DKE Member 1: Starbucks, this interesting brand that one of my friends started. Starbucks, it's posted on there and people who like work for that company, big companies like telecom to offer a job interview to people will post those or someone's like an app rep, they'll post on there like, "Hey, if you download this app, you can get a T-shirt." A couple of times people [0:15:00] would like to try to get us to do these ads where it's like or programs where we get all of our solo cups or like we recycle all of our beer cans or something like that or all our kegs through them. There's a lot of people like that who try to get emails on there but we rarely ever have any reaction ever.

Researcher: They send those emails out to your LISTSERV?

Male DKE Member 1: They'll get a person in the fraternity to send those emails, yeah.

Female ZTA Member: I'd say like most of that happened to our chapters so we have a couple of calls who work at the stick. We've got girls that will comment. They're like "We're having a big night or we've had good nights at the Bello." We have a bunch of girls that working and describe as well so. We've had like a small showcase and then there's like random Gucci business or just like started the ad, instead of calling the chapter, just to kind of like pitch their ads there, pitch their brands to us but it's pretty informal. For a chapter, everyone starting to, it's just like they speak for 10 minutes and then we're just like cool. [0:16:00]

Researcher: Okay. Female COUP Member.

Female COUP Member: I don't remember ever seeing any advertisement for brands or companies or anything like that but they will spread the word about Animazement or other kinds

of events that are going on in the neighboring towns like streaming of anime movies, those kinds of things will get advertised about and so they advertise on the LISTSERV as well. They send out email. Yeah. Trying to coordinate groups, “Hey, anyone interested in going to see this? It’s really interesting thing for COU members.”

Researcher: Great. Would you guys say members generally interact outside of organized group meetings, I mean especially for you guys?

Male DKE Member 2: Yeah.

Researcher: You do?

Female COUP Member: Yes.

Female ZTA Member: Yes.

Female COUP Member: I believe there’s a Dungeons and Dragons group among the people who apply at COU. I mean among people who go to COU because when I’m waiting for the anime to start, I sometimes hear them talking about their campaign and their character and the things that [0:17:00] they’ve been doing.

Researcher: Cool. You can say that a lot of it, they’re all friends outside of the organizations?

Female ZTA Member: Yeah and probably most of the people who are active members.

Researcher: Okay. Let ... about your social media usage specifically, do you guys follow any brands on social media?

Female ZTA Member: Yeah. I follow a lot of brands on social media.

Researcher: Which ones?

Female ZTA Member: I followed Madewell and Vaseline. I follow Willow Women and I follow Nike, a lot cloth, like mostly clothing brands.

Researcher: Are they brands that you usually wear?

Female ZTA Member: Yeah.

Researcher: Okay. What about you guys?

Male DKE Member 1: I don’t follow too many. I mean I follow a few like Nike and things that’s or really like Under Armour but outside of that, not really like that I’m fond.

Male DKE Member 2: ESPN [0:18:00] is a brand, right?

Researcher: Yeah, yeah.

Male DKE Member 3: Ace.

Male DKE Member 2: I guess I follow them.

Male DKE Member 3: Maybe 1.05 like Patty Garnier and North Face but ...

Male DKE Member 1: Yeah, I definitely Patty Garnier.

Male DKE Member 2: The department of the interior, are they a brand? I follow the on Instagram.

Male DKE Member 3: Cars 2 is a brand.

Male DKE Member 1: I saw great photos of national parks. I guess it is.

Researcher: Why do you follow [Indiscernible 0:18:22] or more of the content?

Male DKE Member 2: The content really than mostly.

Male DKE Member 1: Cool pictures of, mainly I have to go.

Male DKE Member 3: I do have a fair amount of having gain new jackets and shorts and stuff.

Female ZTA Member: I follow Quick Silver but don't reserve and don't own anything Quick Silver. I think their pictures are really cool.

Female COUP Member: I follow the Pokemon Company and possibly like some other Pokemon groups. I haven't been and this is on Facebook. I haven't been very active on Facebook in many months so I don't remember exactly but I know for sure that I don't follow any clothing brands.

Researcher: Okay, cool. In terms [0:19:00] of your interactions with those brands in social media, do you guys like the post? Do you comment on them? Do you share them?

Male DKE Member 1: No.

Researcher: No? You don't interact with those at all? You just look at them?

Male DKE Member 1: Yeah.

Researcher: Okay. What about you Jordan?

Female ZTA Member: Yeah. I like them and then like sometimes if it's like a smaller boutique that's serving to give away or something like that I'll tag a friend. If that's what like it takes to enter, you going to hand them the giveaway. If it's something like really, really cool, I'll send it

to the Instagram direct message to friends but that's more if it have funny content you ask for some friends.

Researcher: When you're thinking about anything you do follow, is there a particular social media marketing campaign that you've seen in the past that was funny, was interesting that you just recall being briefly in general?

Male DKE Member 1: That's a tough one.

Female COUP Member: Not really. [0:20:00]

Female ZTA Member: I think Parasol [ph] does a particularly good job in mostly being funny that every now and then you'll see a rather good shirt.

Male DKE Member 2: Yeah. I agree. They'll give out shirts or something. They also sponsor random restaurants and I don't know if they really sponsored content but they're like go to pizza places, just take one bite of pizza.

Male DKE Member 1: Yeah.

Researcher: Thank you.

Male DKE Member 2: Very good sign.

Researcher: The last question about this. Have you ever been influence to buy a brand from something you've seen on social media? Have you ever influenced to buy a product for a brand?

Female ZTA Member: Yes, yeah.

Researcher: What?

Female ZTA Member: I mean just like a lot of the boutiques that I follow post "We just got this piece of clothing in." I'll say "I really want that." I'll go to the boutique and look at it. Usually I'm not a big fan of going to the mall and spending a lot of time looking through things [0:21:00] and I do most of my shopping online so firstly on their social media site like I'll then go to their actual website.

Researcher: Is there anything that you then go on and buy?

Female ZTA Member: Yes.

Female COUP Member: Yeah.

Male DKE Member 3: Yeah.

Researcher: Was it the photo that made you want to buy it or was it just the product itself that you liked?

Female ZTA Member: I think it's both but I think that they do a really good job of styling their photos in a way that makes it feel like it's going to look good on you and make it feel like whatever the models doing in that photo is something that you would want to do. I think they made a good job of presenting a lifestyle that you want to have.

Male DKE Member 1: I bought a pair of shoes from an Instagram ad once but not really at something I follow. It just showed up.

Researcher: What was on the Instagram app? What pair of shoes?

Male DKE Member 1: It was a pair of Nikes.

Researcher: Cool, okay. Was it the content or was it just like the picture of the shoes?

Male DKE Member 1: It was the price. They were \$30.

Researcher: Cool, okay.

Female ZTA Member: I don't think I've ever been influenced by anything from a post [0:22:00] I've seen on social media but it's possible that I've seen advertisements for hot topics and then that reminds me to check the hot topic story to see if there's any new clothes that I really want to get so advertising may have influenced me but not social media.

Researcher: Okay, cool. Distribute a piece of paper. You have to design your clothing brand or your organization's style in one word.

Male DKE Member 2: In one word?

Researcher: Yes. [0:23:00] Please write on this card the one word that you describe the collective clothing style of your organization as we pictured on social media pages. What did you guys write and why?

Female ZTA Member: I wrote trendy just because for the large group, I think that we follow the trends, whatever is popular we're wearing kind of thing. It's not like I don't think anybody should wear, I can't think of anybody that is super like cutting edge or doing their own thing. I think it's more just like whatever is popular right now or whatever. It's just like pretty mainstream so just like what's trending right now is what we're wearing.

Researcher: What did you write?

Male DKE Member 1: I wrote comfortable and they go through casual. I think people will describe T-shirts and [0:24:00] and like shorts.



Male DKE Member 2: I'm currently in sweatpants.

Male DKE Member 1: As compared to other male Greek organizations I think we wear less nice clothes, more casual.

Researcher: Female COUP Member?

Female COUP Member: I wrote nerdy because we wear a lot of anime and other character in tandem type T-shirts and to me, the word nerd just means someone who's really passionate about the thing they love. It might not be in the mainstream. I wear a lot of those kinds of shirts and I forgot earlier, we also have a Halloween meeting where we wear cosplay. We dressed up as anime characters so I would also consider that pretty nerdy.

Researcher: Cool, great.

Male DKE Member 3: I want it tough.

Researcher: We're going to do another exercise where you each take three minutes envisioning an imaginary person that best represents your organization and create that fictional person in your mind and then questions, [0:25:00] basically by the male or female, where they live, their living arrangement, what kind of transportation they take to school, what they're studying, types of brands of clothing they're wearing.

Male DKE Member 2: Should we draw a picture?

Researcher: You can draw a picture, absolutely. I'd love it if you draw a picture. I can give you a clean piece of paper.

Male DKE Member 2: My word is baseball.

Researcher: I'm just thinking about the clothing brands that their wearing really like what they're studying in school, if there's any comment.

Female COUP Member: Is this like an outfit that they'd be wearing right now or one that they'd be wearing at night time?

Researcher: Day time.

[0:26:00]

Male DKE Member 2: What are the other questions, how did they get to this class, where they live?

Researcher: Yeah, where did they live?

Male DKE Member 1: What are they wearing?

Researcher: What kind of car they drive or say whatever car at all, what they're studying, where did they work, if they work.

Male DKE Member 3: Like on campus or like in life after school?

Researcher: Both or either, whatever you want.

[Non Essential Discussion]

[0:27:00]

Male DKE Member 1: I'm ready.

Male DKE Member 3: I'm read as well.

Researcher: Okay, we still have some people working.

Female ZTA Member: Can you repeat ...

Male DKE Member 2: Yeah. Can you repeat that again?

Researcher: Sure. Where they work, what cars they drive, if they drive a car, where they live on campus, what they're studying, any like specific hobbies, and then clothes that they're wearing.  
[0:28:00] Ready?

Male DKE Member 3: Yeah.

Female COUP Member: Yeah.

Researcher: Can you guys go around and tell me what you have done or describe the person?

Female ZTA Member: Okay. [0:29:00] This person is a female. She is either in the Science major or in the Jay School, probably one of the two. She walks to class from her house that she has off campus. She has a car here. I'd say the car type really varies, not that really big, a particular car. During the day, she probably wears leggings and an oversized T-shirt, something over it like cardigan, sweatshirt, with tennis shoes during the day and then at night, I think she wears like black jeans and some type of like fashionable top and leg boothies. She probably has either a babysitting job or just a small part-time job. I wouldn't say that many of our members are working full-time in school and then their hobbies are going out, probably like watching sports together, just like UNC sports in particular and then just watching various TV shows with their friends and stuff like that.

Researcher: [0:30:00] Is there a specific brand of leggings or?

Female ZTA Member: I think Lulu is probably the most popular but I would say most people have one or two pairs of Lulu and then leggings and I know people wear it for athletics that are friends with me. I don't know that I can speak for the whole sorority but I don't say that but I know they're like a lot of my friends were like very passionate about athletics.

Researcher: Right and then any specific brands for sneakers?

Female ZTA Member: I mean Nike and then if they're really athletic or they like to run, I'd say probably Brooks or Saucony and then yeah, Nike, Adidas. A lot of people are really into Adidas recently. There's white shoes at the box right.

Researcher: Okay and then other brands you can think of that she may be wearing?

Female ZTA Member: I mean white Converse are a big thing for day time. That's probably the only thing to ever think of.

Male DKE Member 1: Okay, so job wise, I think like the most typical job people have would be part-time at a bar [0:31:00] or restaurant and I'd say a lot of people work for like banks for full-time or internships. Most people are business majors, most people drive to DKE from their off campus house and then walk to class. Most people wear like T-shirts, khakis, Nike shoes, high socks. Hobbies are like video games, going out, betting on sports. People drive, I'd say either a Toyota 4Runner or some variation of a Jeep or some sort of GMC car.

Researcher: Okay. In terms of the khakis and shoes, is there ...

Male DKE Member 1: I said Nike on shoes and socks. Mountain Khaki shorts and then most T-shirts are not branded. They're like from an event, either like a band or at the concert or some show thing you went to, wear like you want it. Most stuff people wear as if they like [0:32:00] bought in a store, coming from an event too.

Researcher: What about you Ace?

Male DKE Member 3: I mean that's the same stuff.

Researcher: Any brands to add to the mix?

Male DKE Member 3: I love warm jackets.

Researcher: Is that a common thing in each?

Male DKE Member 3: Yeah. Some people do not strip shops. I created a stud character name Steve. He drives the Ford Fiesta. He's a Management Society, Ecom double major. His favorite brands include New Balance but actually I scratch it out and put in A6 because I wear A6 exclusively, having to go with Mountain Khakis and general free clothing. He's a male. He lives on Mullet Street. He walks most of the time. His hobbies, he would go fishing in General

Outdoorsmanship. [0:33:00] He's a busboy at Linda's, recently quit and he wants to work in corporate finance on the East Coast.

Researcher: Great, all right. Do you guys wear New Balance shoes, were you saying?

Male DKE Member 2: The shoes that I'm wearing is a New Balance shoes. I've noticed that.

Male DKE Member 1: I wear a New Balance shoes sometimes.

Male DKE Member 3: Paul has a pair of New Balances. I did not wear New Balance.

Researcher: As you stated.

Male DKE Member 3: A6.

Female COUP Member: Mine is completely biased. It's based mostly on myself and characteristics that I know about people who I've spoken with or are more vocal or who sit near me or the president so I don't like necessarily interact equally with every single person in the club so this is kind of just probably a limited look but I out female. I think the male to female in COU is about the same but most of the presidents who have served during the time that I was there have been females so I would say it's slightly a more female present [0:34:00] and most people in COU are – did it stop?

Researcher: I don't know let me check.

[Non-Essential Discussion]

Female COUP Member: Most people in COU I think are white so I put white. I also put taking Japanese classes. I've taken these classes and I know some other people in the club were taking them and I'm not sure what kind of majors people have. I think there are some people who've majored in Japanese so I put that as the typical major. I think a lot of people use Tumblr as social media. They play with Nintendo DS and other video games. I know that when Pokemon games come out and everyone is like really into those or a lot of people who bring their DS to the meetings. You can get a lot of street passes so that's how I know that a lot of people have that device. People wear a lot of tandem shirts so Pokemon, Dr. Who, Attack on Titan and things like that but I don't really know what kinds of brands people wear or if they pay attention to that at all. I put that they live in the dorms [0:35:00] and they like role play so I created writing in Dungeons and Dragons because I know there are some people who collaborate in that way.

Researcher: When you're buying anime T-shirts, where do you generally, would you prefer to buy them in convention? Do you buy them online, on Amazon?

Female COUP Member: Yeah. I bought some at Animazement, the convention but they're pretty expensive so I try to limit how many I buy there and usually I buy them at Hot Topic but more often online because they have more sales online so it's generally cheaper to get them online than in the store itself. I know there are a lot of other online stores that are good too but I

haven't bought as many from them, probably just because I'm not as familiar with them. I don't have really a history of buying from them and I know that Hot Topic gets new stuff all the time so I'm often checking but not super often, probably once every few months I check.

Researcher: Okay. I'm not super familiar [0:36:00] with the clothes that Hot Topic sells but you say that they have mainly anime stuff. Did they sell other kind of ...

Female COUP Member: They sell anime stuff, lots of Disney stuff, other cartoon characters like Nickelodeon or Cartoon Network. They have some bands T-shirts, lots of gothic type clothes. They're not all like graffiti's. They like all the different kinds of dresses or hats or they have nail polish and board games and all kinds of geeky stuff like that.

Researcher: Great, okay, cool. Would you guys say that based on the clothing brands that you guys say the sorority co-member wears, what you said about is the organization are reflected in that clothing, for instance, trendiness or femininity, sisterhood?

Female ZTA Member: Yes and no. [0:37:00] I think that we can bond on sisterhood over things like going to buy clothes together and wearing similar things and that can be like the topic of conversation that we can bond over but at the same time, I think that it limits diversity a little bit and I think that's something that we get along with most Panhellenic and probably LLC organizations as well, struggle with, it's just like including diversity and you want your members within your organization to be similar to each other but you want them to have access to individuality and so I think that typecasting limits that a little bit. I would say that yes, it contributes to our values some and just like having a lot in common but then also limits our community involvement with other organizations in becoming more diverse. [0:38:00]

Researcher: What you said people wear those clothes versus athlete shirt is kind of trendy so you know. What would say to that?

Female ZTA Member: I think that it's a combination of one just like our lifestyle. Just being in college is more of just like wearing comfortable clothes in general because we don't need to dress for work or anything like that. We're just going to classes. We can dress comfortably but then to athlete shirt becoming trendy so I think I have seen a shift from freshman to sophomore year until work clothes become more of a thing to wear, not just like a shorts and T-shirt like what I'm in but in like an athletic T-shirt, that's hip that you could wear with your hair down and have makeup on it and look nice.

Male DKE Member 2: I think it fits that we don't really care as much about what we're wearing eith our impression of what we think of our organization although [0:39:00] sometimes not like wearing nice clothes maybe could hinder you in the classroom if you're in the small class and the teacher doesn't think you're dressing to impress but besides that I wouldn't say it's too relevant on our values. I mean it's just different for guys and girls I guess. I haven't been struggling to think about what guys are wearing typically.

Male DKE Member 3: Yeah, let's say no clothing maybe in general. I'm about to pay to the broad dresses, less reflective of general values or maybe less, yeah, less indicative and maybe it's harder with him and some of that.

Researcher: What about you're in like you guys like to go out. You said that with the jolly whatever the jolly.

Male DKE Member 1: Jolly Good-Fellow.

Male DKE Member 3: Jolly Good-Fellow.

Researcher: Jolly Good-Fellow, do you think that ...

Male DKE Member 1: Yeah, were you saying like the event T-shirts? I think definitely like if you want to wear shirts from fun things they've done.

Researcher: Okay, cool. Go ahead, Female COUP Member. [0:40:00]

Female COUP Member: I felt like the anime shirts are fun and they show a shared sense of community and shared interest. It might be hard to find. It's like an itch, hobby, so it's hard to just find out like people just walking on campus who might be interested in it so everyone wearing the shirts in the meetings just show, it's like "Hey, you're interested in that thing that I'm interested in." That's great to a point of conversation sometimes.

Researcher: Great. Do you guys wear the anime T-shirts outside of your meetings as well?

Female COUP Member: Probably. I wear mine all the time.

Researcher: Next exercise should be shorter than the last. I'll give you this. You're actually going to read over these. It's basically nine different clubs and orientations on campus and there's just a short [0:41:00] instruction underneath and then once you read over that, I'm going to show you five different outfits and if you write the corresponding number of the outfit next to whoever organization you think where it belongs, that'll be great.

[Non-Essential Discussion]

[0:42:00]

Researcher: There's five, one through five so you put the corresponding number of the outfit just next to whichever organization.

Male DKE Member 3: Some will not be?

Researcher: Some will not have numbers next to them. That's correct. [0:43:00]

[Non-Essential Discussion]

Male DKE Member 1: Can I voted by two of them?

Researcher: Yeah, if you want.

Male DKE Member 3: Are there right and wrong answers?

Researcher: There are. Well, no. There's just ones that I've, maybe this represent based on the interviews that I've collected.

Female COUP Member: Yeah, I can see them. [0:44:00] I'm still thinking though.

Male DKE Member 3: Are these trick questions?

Researcher: No.

[Non-Essential Discussion]

Researcher: Let me see, number one?

Male DKE Member 1: Marathon.

Researcher: Boys and Marathon Club. Number two is the Psychedelics Club.

Male DKE Member 1: But it could also be [0:45:00] Meditation Club.

Researcher: Yeah.

Male DKE Member 3: No. I did consider Meditation. I also considered Vision Club. No, not Vision.

Researcher: Okay, number three which is the Environmental Fraternity, yes.

Male DKE Member 3: I put them as Meditation but the not ...

Researcher: Yeah.

Male DKE Member 2: I did the Double Fishing and Double Meditation.

Female ZTA Member: This one could be a try out for Zeta and then this one is the Anime Club.

Male DKE Member 2: Got them on it.

Male DKE Member 1: I can typecast with the best of them.

Male DKE Member 3: You got one 83 and wonder.

Researcher: These styles including the best matched shirt orientations on campus. Are there any similarities in the types of brand of clothing that matches what your organization wear? Basically this is like its three years in fall outfit for an organization. Would you say that after doing this exercise, you can now see that there are outfits [0:46:00] or you're not going to wear on your organization?

Female COUP Member: Yes.

Researcher: Are they some brands that we just talk about?

Female COUP Member: Yeah.

Male DKE Member 2: Yeah.

Male DKE Member 3: Yeah.

Researcher: Are the brands in clothing, going back to social media pages. Are the brands of clothing represented by any of the post on your social media pages like the images of girls on your Instagram page for instance? Would you say that their style is represented it on those pictures or are they generally, are those something different?

Female ZTA Member: Yeah. Wait so like the members posted, they post themselves or are you saying brand stuff all over?

Researcher: What member has post on the organization, the actual social media page?

Female ZTA Member: Got you. Okay, yeah. I'd say so. I mean I can tell you that what is posted to our social media pages is like our best and brightest so it's more like would really look nicer but [0:47:00] I'd say it's trendy but I wouldn't say that it's like off-leisure by any means. I think it would be like more formal wear. I think that it's represented. They look like the general style of our organization.

Female COUP Member: I'm not sure what's posted on Facebook but I think there are some group photos either on Student Life or on COU's website or both that I like some group photos of the members that have taken it some past meetings and I think to my knowledge that they are putting stereotypical outfits for the representative of what we wear.

Researcher: You guys?

Male DKE Member 1: I would say in most pictures that appear on Facebook of me and my friends, we're wearing pretty similar clothing like maybe a college shirt and khakis or something. Yeah, I'd say we wear similar clothes a lot of the time.

Male DKE Member 3: I'd say that our style would be a mixture of the Psychedelic Club and the Fishing [0:48:00] Club.



Researcher: Okay, Paul any addition?

Male DKE Member 3: I like the marathon guy.

Male DKE Member 2: I really wear all these clothes.

Male DKE Member 3: Yeah, honestly a lot of it.

Male DKE Member 2: Minus the earrings.

Male DKE Member 1: Yeah. I mean we basically all pretty much wear the same thing, just from collared shirts to button-downs to a t-shirt. When we go out, it's usually one of those I'm wearing.

Male DKE Member 3: I like to mix some of them.

Male DKE Member 2: Yeah, I mix it.

Researcher: Then by brands for college shirts?

Male DKE Member 3: I had a Garnier.

Male DKE Member 2: A whole lot.

Male DKE Member 1: I had a Garnier.

Male DKE Member 3: It's like Peter Millar.

Researcher: Would you say a lot of people wear those or are religious person on preferences?

Male DKE Member 3: I think between Patty Go and the Apollo, Peter Millar ...

Male DKE Member 1: Like the Nike ...

Male DKE Member 3: I have an Under Armour one ...

Male DKE Member 2: Spring time when like golf drive for them, situation ...

Male DKE Member 1: Some golfing brand.

Researcher: Okay. Cool. Well that concludes our discussion, thank you so much to all of you for your time and help. [0:49:00].

[0:49:18]

[Audio Ends]

## K. Transcript of Focus Group 2

[Introductions]

Researcher: Could you all just talk a little bit about how you found out about the organizations you're a part of and what made you want to join?

Male SAPS Member 1: I was friends with Male SAPS Member 2 and he helped start the organization and I kind of attended, liked it a lot and that was it really.

Researcher: Okay.

Male SAPS Member 2: Yeah. Like he said, I and on the house by St. Hunter where the co-founders of it, also we just did a lot of asset in my first year here and decided there should be a quote to teach people about what it does.

Female SAPS Member 1: [indiscernible 0:03:54] and cafeteria and he told me that he liked my socks and he was like sit down like [0:04:00] tell us about yourself. I did and he was like we're doing this club, you should join and so I did.

Researcher: Cool.

Female Company Carolina Member: My second semester in my first year here I wasn't super involved in anything and my R and A was a big theater ... and did all depend leader stuff around campus and invited me to the audition page for hairspray and I don't sing that much. I just emailed the general email and asked if they need any backstage help. I knew the stage manager and then I guess I did a good job because they were like hey, you're on the company so here I am.

Researcher: Cool, awesome.

Female DDD Member 1: Freshman year, I went through rush just because I don't know my roommate was doing it and my older sister is in the sorority and then how I chose Tri Delta was I just liked the people ... they seemed like they liked me the most out of all the ones I went to [0:05:00]. I just really told the girls that I met there.

Female DDD Member 2: Then for me, since I was out of state, this school was really big and I didn't have any friends. I needed a way to make the school smaller and also just meet people because I literally didn't know anyone. When I went out I met girls that were in Tri Delta and I had liked them. That's how I decided to choose that one.

Researcher: What are the main if you have to give like two or three values of the organization what would you say they are?

Male SAPS Member 2: As a disclaimer I think it differs really heavily from person to person [0:06:00]. The organization isn't incredibly heavily organized. There's a whole lot of difference in what people see as the goals of it. Most people can generally agree on education as one of the

first and then most people can also generally agree on kind of changing as separate from formal education on psychedelic drugs. Most can agree on changing public perception of them.

Researcher: Cool. Male SAPS Member 1, do you have anything to add or does that ...

Male SAPS Member 1: I would say the same thing. Personally, the values that they, the things that I value in the organization are the strong social connections and the nice web of people who you can be safe with like you can talk about things and ask them questions to make sure that [0:07:00] you're not being reckless.

Researcher: Great, okay. What about you guys?

Female DDD Member 1: I think since Tri Delta is like a national society. It's kind of there are values that they try to instill but after being here for four years, I'd say philanthropy is a huge value because that's one of the ... and friendship because that's the most overarching themes I would say because everyone else has it there like what you said like everyone else, different values.

Researcher: Okay. What about you're Company Carolina?

Female Company Carolina Member: I guess just like allowing students to make art and all the different ways whether it's performing or working back stage, designing or directing. It's like bringing art to the community and campus and then a lot of our productions like [0:08:00] evoke social justice themes and everything. It's good to like, we like to explore the other, I mean the social justice themes and bringing other communities so like very inclusive stuff.

Researcher: Do you guys have any special traditions or rituals in your organizations whether it's like a handshake or ...

Male SAPS Member 1: Satanic rituals.

[Crosstalk]

Researcher: Or like even though we get a retreat like initiation to the organization whatever.

Female DDD Member 2: One time we did a ritual where, what was the occasion, the moon?

Male SAPS Member 2: The full moon thing or the lunar eclipse thing.

Female DDD Member 2: Yeah.

Researcher: Is this something you do like reoccurring tradition?

Female DDD Member 2: If it was more reoccurring I think we would but it was a like [indiscernible 0:08:49]. We went to the theater and did dance around the moon.

Researcher: Is there lunar eclipse?

Female DDD Member 2: Yeah.

Researcher: Okay.

Male SAPS Member 2: It [0:09:00] was awhile back, yeah, doesn't remember that often.

Researcher: Okay. Do you have any other traditions?

Male SAPS Member 1: There are frequent excursions to the forest. The thing is because the group is so anarchic. There are different traditions among different people without the group and everybody relates in a semi-chaotic way.

Researcher: Okay.

Male SAPS Member 2: Yeah, but lots of hikes, lots of walks through the woods.

Researcher: Cool, what about you guys?

Female DDD Member 1: I guess again for the sake of national society, there are traditions so we have to do initiation.

Female SAPS Member 1: You have a handshake.

Female DDD Member 1: Yeah. There is a handshake.

Female SAPS Member 1: We do the same philanthropy.

Female DDD Member 1: It's not ... like very seriously because we have the same philanthropy events every year and the same social events every year pretty much. There are a lot of traditions.

Researcher: What are some of the big like are there [0:10:00] really big social events during the year?

Female Company Carolina Member: We have a four ... I mean the big league philanthropy is like frat is about it, baseball tournament for St. Jude.

Researcher: Great, okay. What about ...

Female DDD Member 1: Most of the cast have the cast parties and we have auditions for all of the shows but then apart from traditions, it's like every show we have cast parties on the weekends and after the show is over and everyone takes it on the set, we all go to cook out.

Researcher: Great, okay. How does the organization communicate with its members and do they use social media, Facebook, LISTSERV, Group Me?

Female DDD Member 1: I think a lot of it is just based on if you run into someone on campus.

Male SAPS Member 1: Yeah. It's really one of the only groups that I found that communicates heavily through word of mouth and physical [0:11:00] communication.

Researcher: Okay.

Male SAPS Member 1: We're members of LISTSERV.

Male SAPS Member 2: Yeah. There's theoretically LISTSERV ...

[Crosstalk]

Researcher: Okay. Do you guys have a GroupMe?

Male SAPS Member 2: There's a Facebook group.

Researcher: Okay.

Male SAPS Member 2: But there're a few people that don't really carry phones, GroupMe wouldn't be that useful or check emails so LISTSERV doesn't work.

Researcher: Do you post on the Facebook group?

Male SAPS Member 2: Yeah, posted about this on Facebook group.

Researcher: Cool, thanks.

Male SAPS Member 1: Because so many of the people are hippies and don't use technology. It's hard to communication with technology.

Researcher: Okay. What about you guys?

Female DDD Member 1: I mean we have GroupMes and Facebook page, LISTSERV and email, yeah. We have a weekly chapter where it's like all the important things are relayed to all the members.

Female Company Carolina Member: We have the board of company has a Facebook page that each production has a Facebook page and GroupMe and we have a LISTSERV.

Researcher: Do you have Facebook, Instagram or anything? [0:12:00]

Female Company Carolina Member: Yeah. We have Facebook and Instagram, Twitter, everything.

Researcher: Okay. How often do you or things ... on this?

Female Company Carolina Member: A couple times a week probably depending or leading up to shows, it's like every single day but it's used for most of the publicity things.

Researcher: Are photos ever shared, photos or videos on any of those platforms?

Female DDD Member 1: Yeah.

Male SAPS Member 2: AbsolutFemale DDD Member 2.

Female Company Carolina Member: Yeah.

Researcher: How often would you guys say?

Male SAPS Member 2: Every two weeks.

Male SAPS Member 1: Yeah.

Female SAPS Member 1: They're usually pretty unrelated though.

Researcher: Are they photos of you guys or photos of ...

Male SAPS Member 2: Every once and awhile there ...

Female SAPS Member 1: There's a porn photo every awhile.

Male SAPS Member 2: Yeah. But then there're photos of a couple of events, anything and stuff like that. Then sometimes people will just put up random music videos and stuff on the Facebook page and that's about it.

Researcher: Okay. Photos of people in general.

Female DDD Member 1: Yeah.

Researcher: Like once or twice a week?

Female DDD Member 1: Yeah.

Female Company Carolina Member: Yeah. I think [0:13:00] probably once or twice a week and it'll be probably pictures of the cast or the graph designs we have.

Researcher: Okay. When you're seeing back to the organization social media pages, do you recall any advertising sponsored hosts, maybe like ads, banner adds, anything?

Male SAPS Member 1: They only just add ads to Facebook groups, nothing in the Facebook groups.

[Crosstalk]

Researcher: Are there ads sent out to not for you guys but to LISTSERV's, I've talked about this ... they have brand ambassadors looking to get some people ...

[Crosstalk]

Female DDD Member 1: This people always try to reach out to like no reason for turning this to get a new app or something because it gets the word out to a big group of people quickly when it's like 200 people in one story.

Researcher: Okay.

Female Company Carolina Member: Yeah. Sometimes we'll have [0:14:00] people contact us about open calls for community theater like productions, open call auditions and then other student groups ask me for helping things and for us to publicize ...

Researcher: Can anyone ... in your social media profiles?

Female Company Carolina Member: Only a couple people.

Female SAPS Member 1: There are only a couple of people.

Female DDD Member 2: Only a couple of people and then everyone can personally agree.

Male SAPS Member 2: Anyone that's a member of the group, yeah.

Researcher: Great, okay. Do your member s generally interact outside of organized group meetings, would you say you guys are friends outside of the ...

Male SAPS Member 1: There's more interactions outside of meetings that there are in meetings for sure.

Researcher: Okay. What about you guys?

Female Speaker: Yeah.

Female Speaker: DefinitFemale DDD Member 2.

Researcher: Okay. I said generally like people in Company Carolina are generally friends?

Female Company Carolina Member: Yeah. I think it's like being in the shows the way I like it to know people and so that's how a lot of people found their group of friends.

Researcher: Cool, okay [0:15:00]. Let's talk a little bit more about your social media usage specifically. Do you guys follow any brands on social media?

Male SAPS Member 1: Yes.

Researcher: Which ones?

Male SAPS Member 1: A lot of Google stuff and other tech companies that I want to keep up with and then brands, it's kind of conservation organizations. Often times they blur the line between ... because nonprofits will use branding and they pay for ads to show up sometimes too. Those are the two main things.

Researcher: Which do you fall in line with?

Male SAPS Member 1: Mostly Facebook because the only social media that I use extensively  
Female DDD Member 2.

Researcher: Okay.

Male SAPS Member 2: Yeah. Some similar conservation organizations, there's a magazine called Hunter Gatherer and the people involved with that and created a few other Facebook pages and made a wide brand out of it and follow some of those [0:16:00] and then some groups that do psychedelic education and some other way that we do is original.

Researcher: Any specific brands?

Female Speaker: [indiscernible 0:16:12]

Researcher: Okay. Do you guys follow brands in social media, which ones?

Female DDD Member 1: I follow a lot of clothing brands and I follow a bunch of art galleries and follow artists and I guess that's brands if you think about it.

Researcher: What clothing brands do you follow?

Female DDD Member 1: A lot.

Researcher: Okay. Can you give me top three?

Female DDD Member 1: More like I moto operate it, I follow big things that would post ...

Female DDD Member 2: Like Naddeo Porte and ...



Female DDD Member 1: Chappa [ph] and things like that.

Researcher: Clothing retailers.

Female DDD Member 1: Yeah.

Researcher: Okay. Do you follow for the content or just to see what kind [0:17:00] or the way its curated or for the clothing specifically?

Female DDD Member 1: Some for the content, some that I follow is really expensive clothes I could never buy but I just like fashion so I follow them to see because I like to admire at the clothes and stuff.

Female DDD Member 2: I think we chose to follow those because we like the way they curate their clothes like how they chose at what they do.

Researcher: Do you follow specific brands?

Female DDD Member 2: Yeah. I in turn like clothing companies so I follow the ones that I worked for and then ...

Researcher: What are those?

Female DDD Member 2: Like TB, Dove, Michael Kors just because I work there and I actually like their clothes and then I'm trying to think what other ones I like to look at. I can't think of anything.

Researcher: Do you follow any brands?

Female Company Carolina Member: I follow [0:18:00] boutiques and magazines I think.

Researcher: Okay. What kind of boutiques?

Female Company Carolina Member: Local boutiques around here and Tuscaloosa where I'm from.

Researcher: Okay.

Male SAPS Member 1: I also follow a lot of magazines. I didn't think that would be Atlantic and wired.

Researcher: Okay. Are the magazine that you guys follow generally in line with your ideologies or your interests?

No. I explicitly like things that I don't like so that the Facebook algorithm isn't always showing me things that I agree with.

Researcher: Interesting, okay.

Female Company Carolina Member: SurFemale DDD Member 2, yeah. A lot of the magazines, I mean I want to work at a magazine so I always remember like hopefully future employers ... usually stuff of interest but then ...

Female SAPS Member 1: Yeah. I also didn't say this but I follow a lot of bloggers that showcase different brands and stuff like that.

Researcher: When you interact with those brands in social media, do you guys generally like posts, do you comment on them, do you share them, which is your [0:19:00] interactions look like or if you interact at all?

Male SAPS Member 1: I felt with brand posts, I use the react buttons a lot more than I just like them. If something makes me angry I'll use little angry react on Facebook but I don't do that a lot with like people's posts very often. That's how I usually respond. Occasionally I comment especially if I have something negative to say.

Researcher: Okay.

Male SAPS Member 2: More often share things than like them.

Researcher: Okay.

Female DDD Member 1: With brand-wise, I don't really interact to that much. It's more just for my personal, it doesn't really matter if I like it where it's like I'm liking a friend's photo because I like. It's personal and they're going to see that I liked it but I don't care about liking some random brands.

Female DDD Member 2: A lot of times for brands, I share it with people who I feel have similar so with me and I'll just be like oh my God, this looks [0:20:00] really pretty, something like that.

Researcher: Yeah.

Female Company Carolina Member: Yeah. I mean I'll sometimes like because I'm a very happy person so generally just throw lights out there. Yeah. Sometimes I'll tag my friends if it's something that they'd be interested in or like something that they'd be into and I tag them in the comments.

Researcher: Okay. With the amount of brands that you guys follow or just really anywhere it's general, have you seen any like really memorable or interesting social media marketing campaigns that you recall favorably? It's fine if you can't think of any.

Female Speaker: Tony and Gigi.

Researcher: Tony and Gigi?

Female Speaker: Yeah.

Researcher: Why?

Female Speaker: Because that was the smartest marketing we've ever by Tommy Hilfiger.

Researcher: Why?

Female DDD Member 1: Because the one likes Tommy Hilfiger clothes nearly completFemale DDD Member 2 going out of style and then Gigi Hadid became the face of it. Now, probably everyone is going to buy Tommy Hilfiger clothes.

Researcher: Do you think that Tommy Hilfiger clothes are better looking now because of that?

Female DDD Member 1: I agree. There was like a revival within. It's like they're not even the same style as they were before. Tommy Hilfiger was really frappe kind of and never really [0:21:00] did tried everything different. Now, it's like they're more on trend now.

Female SAPS Member 1: Now, I'm way more likFemale DDD Member 2 to look like even consider looking before when everyone considered looking.

Researcher: Where did you see the ads? Where on social media?

Female SAPS Member 1: On what platform?

Researcher: Yeah.

Female DDD Member 1: Like sponsored at.

Female DDD Member 2: Yeah, it's always sponsored on Instagram.

Female DDD Member 1: Yeah. If you follow a model or something on Instagram, I don't know. It's just like to promote. I don't know. I guess I've just seen it everywhere. I don't really know exactly.

Researcher: Okay. Do you have any ...

Female Company Carolina Member: It's fine.

Female Speaker: Yeah.

Researcher: Do you have something?

Male SAPS Member 1: I mean whatever I'm high usually I'd really love Instagram ads. There was one particular. It has an ad for the economist and it was just red picture with the words "Gains weight" and it was to advertise their print edition. I think it's supposed to mean physical weight because print edition [0:22:00] and also intellectual weight kind of old slang I guess. I don't know. But I took so long trying to figure out what it met that it stuck with me because I really liked it. I thought that was pretty effective.

Researcher: Yeah.

Male SAPS Member 1: Also, I only recently started using Instagram. I had a really hard time distinguishing between my friend's posts that were like them just posting and what was an advertisement. Also, I was under the impression that a lot of people use Instagram had some company sponsor them to put a lot of the shit that they put on. But actually people just work really hard of their social media and that was pretty revelatory to me. I thought that I just use Instagram to look ads that was mostly it. I just remember I've seen a lot of them even if they are ads if I like them.

Researcher: Okay, great.

Female Company Carolina Member: Then, like the newest New York Times ad that they played it during the Oscars and it's all over Instagram. That's always sponsored. The media should be and all these things because [0:23:00] ... attack the New York Times and things like that. It's like "Have you seen it?" It's like all those flashing words and the media should be this and then it's like ad for the New York Times. It's pretty good.

Researcher: Cool. Okay. Have you guys ever been influenced to buy a brand from something you've seen on social media where there's like influence of marketing that bloggers like you said? Is that a wrap into you guys?

Female Company Carolina Member: I think I guess like a boutique post a picture of their store front and pretty like, I should go and check out what they have there. Whenever I go home I always check their Instagram to see what all they have. That's encouraged me to go to the store.

Female DDD Member 1: I think they're following something like designer, an independent grocery store or something. It's like when they post more personal things like when the whole election thing was going on and the Women's March, they obviously follow a lot of women clothing designers. [0:24:00] When they post stuff about like political stuff that I align with that that would influence me to I can relate when they actually take the stand to something.

Researcher: Interesting. Okay. You've mentioned bloggers or stuff?

Female DDD Member 2: Yeah. You can see what brand they tag then I'll go online and look at what else they have. If I like the style, see if it's even [indiscernible 0:24:23] like if they have any other things that are similar.

Researcher: Okay. Male SAPS Member 2, you mentioned that you generally buy your clothes off from secondhand source.

Male SAPS Member 2: Yeah.

Researcher: Do you follow rumors on social media?

Male SAPS Member 2: No.

Researcher: No.

Male SAPS Member 1: We got a great Instagram.

Researcher: Do you follow their Instagram?

Male SAPS Member 1: I do, yeah. Because I like all of the art that's put up so I like. I don't walk there very often. But I want to see the art that they put up on the walls because it's always pretty good. If it's cheap I might buy it one day.

Researcher: Cool. Do you ever buy clothes that are featured in the Instagram posts?

Male SAPS Member 1: No. Most of my clothes I get for free [0:25:00]. I'd get it at the free marketing in Carrboro or people just bring stuff and give it or it's given to me or I ... something like that. There's not a whole other reason to buy clothes unless you care about creating a certain style.

Researcher: Okay, great. I'm going to have a few exercises. Here's just a piece of paper for everyone. First then ... I'm going to pick up a pen.

Female Speaker: Thank you.

Researcher: You could all just write the style of your group as it's depicted on social media like the clothing style in one word down.

Female Speaker: With terribly crazy.

Researcher: Yeah. Or how is this depicted on social media like if I were looking at photos of you guys. What that style would look like and if not social media, then just in general.

[0:26:00]

Male SAPS Member 2: Animalistic.

Male SAPS Member 1: What apps looks like on the Facebook group for example?

Researcher: Yeah.

Male SAPS Member 1: Okay.

Researcher: Just one word.

Male SAPS Member 1: One word?

Researcher: Yeah, one word.

Male SAPS Member 1: Okay.

Researcher: What did you guys write?

Male SAPS Member 1: Trippy.

Researcher: Why is that?

Male SAPS Member 1: Because all the things that are shared are like psychedelic images or links to ...

Researcher: What about the actual way that you guys dress on social media? Sorry to clarify? I mean like photos of you.

Male SAPS Member 2: You mean it sounds to be a lot of people would like fractal jewelry and covered in paint.

Male SAPS Member 1: Right and wearing really lose clothing.

Researcher: Okay, all right.

Male SAPS Member 2: Minimalist.

Researcher: Okay. Is that in reference to [0:27:00] ...

Male SAPS Member 2: It's more nervous like a lot of the stuff that you'd find like pictures and memories on social media they're wearing very few clothes.

Researcher: Interesting.

Female SAPS Member 1: I just put shaggy.

Researcher: Okay. Is that any particular reason?

Female SAPS Member 1: Like what they would mention if enigmas and numbers don't really care about their appearance. They're really like whether their clothes fit. There's a picture like everyone wear a jacket.

Researcher: Okay. What did you guys put?

Female DDD Member 1: I wrote casual. I mean there's supposed of things posted on like Tri Delta social media. We have a planned event, it's like there's some T-shirt that goes with other brand in most, in people and try to wear a T-shirt for the day.

Researcher: Okay.

Female DDD Member 2: I said shinny because I think that people care about their pic like the way their look. Therefore, it's expressing their clothes so you could like they're always up to date with trends or transition in the end.

Female Company Carolina Member: I wrote outrageous [0:28:00] because like were at the organizations of people of generally into art kind of expressed that through their clothes.

Researcher: For sure, great. Second exercise, I'm just going to give you each take three minutes to envision an imaginary person that best represents your organization and draw it or take notes on whatever it is if you don't want to draw. But basically about things like are they male or female, where do they live, on campus or in Chapel Hill or in Carrboro. Do they live in dorms, apartment, houses? What kind of transportation do they take to school? What's their major brands of clothes they're wearing, et cetera. Where they might work?

[Silence] [0:29:00]

Female Speaker: Wait, sorry. What else?

Researcher: Just like clothing brands, where they live, if they have a car which car they drive, where they work if they work. Where they're studying, what their major is or any hobbies or interests.

Female Speaker: Wait, repeat the ...

Researcher: Hobbies or interest. Where they live? What they drive? [0:30:00] What they're studying and then the clothing brands that they're wearing.

[Silence] [0:31:00]

Researcher: Okay. Could you just go around and describe [0:32:00] your person.

Male SAPS Member 1: Long hair, jewelry, generally loose clothing if there's clothing, always barefoot, so many people are barefoot. Transportation, bicycle walking, maybe a car, I don't think cars are that common.

Male SAPS Member 2: Long boards.

Male SAPS Member 1: Yeah, long boards. Hobbies and interests, this one is the one that's easiest to answer. Music is an overwhelming interest of most of the people. Writing in poetry, reading also a lot of philosophy and ethics, politics less so but in so far as morality is relevant to politics that's something we often talk about. People live either on campus or in Carrboro. There are some people who live in Chapel Hill off campus. But I don't think that's super common. Work, kind of a variety but a lot of jobs that you wouldn't expect, university jobs, a lot of research jobs, let's see. Then, the brands most people [0:33:00] I think just select things in a rag tag manner ... second hand or don't wear a whole lot of clothes at all.

Researcher: Okay.

Male SAPS Member 2: That's some very similar stuff.

Researcher: You don't have to go through it all if it's similar but just whatever you have to add.

Male SAPS Member 2: Yeah. Things that most directly if you're able to let yourself like probably they live in Carrboro or on campus but very few live in Chapel Hill but off campus. Usually, get around by long boarding closer probably the second hand or from some skate shop, lots of Converse shoes and Vans. Then a whole lot of musicians, a bunch of people are in the philosophy and history in politics.

Researcher: Okay.

Female Speaker: I said tie dye shirts, drabs a lot of people's picture, no makeup, gymnastics, climbing is popular and lots of art [0:34:00] interests.

Researcher: Okay.

Female Speaker: Obviously a girl. I said girl who lives in Tri Delta wears a T-shirt, cutoff jean shorts, sneakers like Converse, Adidas like tennis shoes. I said J school major there's just so many journalism school people in Tri Delta. People wear a lot of athletic clothing. A lot of people are really athletic I would say in Tri Delta.

Researcher: Is it more like athletes you're clothing or actual work out clothes?

Female Speaker: I mean both I guess. Long hair, I guess flip-flops, Birken socks. I mean it's hard to say what type of car because there're so many girls like I can really pick a specific. It's not like one car that I ran as. I mean interest, it's also there's so people so a lot of different interests [0:35:00]. New people, politics like it's always ... girls listening about politic stuff when it was in November everyone was like go vote at every job, they're like go vote.

Female SAPS Member 1: I think what I would add to that is that there are also is like a big art C group. I feel like most sororities tend to be not very into that but I can try to take that one sorority that is more into art and there are girls that dress differently. There is a standard girl. But I feel like a decent amount of girls that are into something just so different. Personally, I'm



an Art History major and there are so many girls in Art History major and like two studio art like Female DDD Member 1 does studio art. There are so many girls that do that.

Researcher: Okay. In terms of actual clothing brands for like clothes, is there anything that's take out to you like you said big T-shirt and shorts or jeans [0:36:00].

Female DDD Member 2: Like Rag & Bone, free people, Lululemon, Adidas sneakers, Golden Goose sneakers, Current/Elliott, anything else.

Female DDD Member 1: Lots of Lululemon. I mean there are T-shirts just like people wear like Greek T-shirts or ride out T-shirts just like the t-shirts in general. I can't think of any.

Researcher: Okay, cool.

Female DDD Member 2: For jobs, people tend to be like babysitters or there's a fair amount that work out like that store down on Uniquities.

Researcher: Yeah, cool.

Female Company Carolina Member: A lot of the members of Company Carolina are girls just because of more girls are drawn to singing and dancing I guess. People live here on campus or in dorms or off campus and apartments. Most people are dramatic art majors but not all of them. Some people have cars but they're generally small. I'm the only that has a big a car [0:37:00] which helps a lot but people shop at sort of like free people answers rumors pretty equally.

Researcher: Is there a specific style that they get from both places or no?

Female Company Carolina Member: No because I think there's a lot of fight variation.

Researcher: Okay.

Female Company Carolina Member: But then people in rehearsals and stuff when they're dancing around, they wear a lot of Carolina like athletic wear. It's not like the athleisure stuff, it's like the gym shorts and T-shirts that [indiscernible 0:37:29] from the store. A lot of people work studies from North Carolina, interested in musical theatre and pretty politically active and somewhat adventurous with makeup and style.

Researcher: Okay, cool. When you guys think that there's a lot of Vans and Converse, where do you buy those from? Are those second use as well?

Female SAPS Member 1: I bought of my shoes from Rumors.

Researcher: Okay.

Female SAPS Member 1: They're usually like a couple I got was just too big or too small. But [0:38:00] that's the go to I think

Researcher: Cool.

Male SAPS Member 2: Yeah. Got mine from her. I'm not sure where she got them.

Female DDD Member 2: Where did you bought those? Yeah. But then I throw them in some mud. It was just weird, I've been wearing dark white Converse.

Male SAPS Member 2: Before that I had the same pair of Converse for about six years.

Researcher: Okay, cool.

Male SAPS Member 1: I don't wear Converse. I just have the same three pair of shoes that I have for few years. One of them is falling apart. One of them is flip-flops that I found in one of those camping shoes that my aunt bought for me.

Researcher: Cool. Okay. Would you guys say that the values of the organization are reflected in the clothing worn by members and if so what values?

Male SAPS Member 1: Yeah.

Male SAPS Member 2: Yeah.

Researcher: Could you explain a little?

Male SAPS Member 2: Group tends to be far more anti-capitalist than the average campus group. It make sense that people wouldn't want to [0:39:00] go to an outlet store or a mall and buy all their clothes because probably running through the back of their mind the whole time like this was made by a crew of 400 child slaves in Bangladesh.

Researcher: Great.

Male SAPS Member 1: It seemed to be a lot more comfortable with parts of our body that we've made taboo. The clothing reflects that when people don't wear clothing or what parts of their body they don't cover up like the free flowing nature of it. The fact that a lot of people don't wear underwear underneath their loose pants that sort of thing.

Researcher: Okay, cool. Female DDD Member 1, do you think the values in Tri Delta are reflected in the style, the general style at all?

Female DDD Member 1: Like the values I've said like rent it ...

Researcher: Yeah. Even socialness or femininity or appearance, I don't know what values.

Female DDD Member 2: Femininity.

Female DDD Member 1: Yeah, I guess. [0:40:00]

Researcher: Okay.

Female Company Carolina Member: Yeah. I think an interest in art definitelyFemale DDD Member 2 reflect in. People like to express themselves through their performance and then also what they wear.

Researcher: Okay, cool, great. One last exercise for you guys. I have a list of organizations right here that I'll have each of you to look at and then I'm going to show you five different outfits. If you just write the number of the outfit next to the group that you think it belong to, that would be great. I'm just going to bring out and grab some things that I forgot to print out for you I think.

Female Speaker: How many people are in? What is it, SAPS?

Male SAPS Member 2: SAPS.

Female Speaker: There's probably 30.

Male SAPS Member 2: There're about 20 or 30 that come to events. I think on the [inaudible 0:40:52].

Female Speaker: Yeah. There's always new people every single event.

Male SAPS Member 2: Yeah, depends on the week honestly.

[0:41:00]

Researcher: But as soon as you what do you find in the background though?

Male SAPS Member 1: This is so funny.

Female Speaker: I think she can't wait.

Female Speaker: I think there has to be some that are like do for the level.

Researcher: No.

Female Speaker: Okay.

Male SAPS Member 1: What shoes are that, is that person wearing?

Female DDD Member 2: This, Nike.

Female Speaker: Sneakers.

[Nonessential Discussion] [0:42:00] [0:43:00]

Researcher: Okay. How is it going?

Female Speaker: Good.

Researcher: Are you guys done?

Male SAPS Member 1: Yeah.

Researcher: Okay.

Female Speaker: We discuss them to you?

Researcher: Yeah. I just want to check individually really fast. The first one is the marathon club. Did you guys with that?

Multiple Speakers: Yeah.

Researcher: Why did you think that it was the Marathon Club?

Female DDD Member 1: Because they're wearing athletic running clothes.

Researcher: Okay, cool. Second one was SAPS which I might have gotten so far off base.

Male SAPS Member 1: I put that into the fraternity.

Female Speaker: I just put that environmental.

[Crosstalk]

Researcher: What were your thoughts on that?

Male SAPS Member 1: The cat keys and the button down seems somewhat ...

Researcher: That is really far off base. Okay, great. Number three, was [0:44:00] the environmental fraternity, did you guys get that?

Male SAPS Member 2: Yeah.

Female Speaker: I put fishing.

[Crosstalk]

Male SAPS Member 2: The Fishing Club would look like they actually go out in the nature. The Environmental Fraternity would look like they want people to think they go out.

Researcher: You're right. What were your thoughts behind that?

Male SAPS Member 2: The fact that they're wearing like, I don't know anybody that actually spends a lot of time in the woods that has a Patagonia Vest. They'd have a whole jacket.

Researcher: Okay, fair enough. Then, number four was Tri Delta or Zeta Sorority. Do you guys get that?

Female Speaker: No.

Researcher: I know. What were your thoughts?

Female Speaker: I did, the monogram.

Researcher: The monogram, okay. Anything else with the leggings and the shoes or no?

Male SAPS Member 1: Yeah. That is between one of the two sororities.

Female Speaker: The Pearls, yeah.

Female Speaker: The Pearls.

Researcher: Yeah, okay.

Female Speaker: The Pearls and the money.

Female Speaker: I wouldn't put that with Tri Delta but I see [0:45:00] the sorority.

Researcher: Do you think you would do that for Zeta?

Female Speaker: Yeah.

Researcher: Do you think Pearls sorority in general?

Male SAPS Member 2: Exactly like everyone I know in Zeta but I don't know that when you're with Tri Delta.

Researcher: Okay, cool. Then, the last one was the Anime Club which I guess is kind of self-explanatory. Okay.

Female Speaker: How big is Anime Club Researcher?

Female Speaker: They have 300 people.

Female Speaker: Yeah, I was going to say it must be huge.

Researcher: Yeah. They threw everyone and they're serving like 80 regular members.

Female Speaker: What?

Female Speaker: People love Anime.

Researcher: Yeah. It's interesting. Okay, let's see. These are all examples of a general clothing [indiscernible 0:45:59] organization [0:46:00] and I guess we've talked a few a little bit. But have you guys purposedFemale DDD Member 2 purchased any specific types of clothing to show a social identity to your organization?

Female Speaker: Yes.

Researcher: Okay. Can you tell me about that a little bit why you bought it or what clothes you bought to reflect your identity socially?

[Crosstalk]

Researcher: Yeah. Or even like if you bought some Lululemon leggings to match the style of what other people were wearing? Do you have to go?

Male SAPS Member 1: No. I was thinking to answer your question. I once bought a watch that didn't tell time because I thought that conveyed who I was. I usually wear it but I don't know where it is at the moment which also probably tells you who I am.

Female SAPS Member 1: I think a lot of people stopped wearing shoes. I know a lot of people love wearing Spire but Dawn and Hunter shoes, shenanigans.

Researcher: Okay. What happened? You just stopped wearing shoes or you just didn't really wear [0:47:00] shoes around and people started following that?

Male SAPS Member 2: Yeah.

Researcher: Okay. Has it ever entered your minds like buy a certain piece of clothing or go to Rumors specifically because other people in the organization have gone there?

Male SAPS Member 2: Actually I heard about Rumors before the organization started. That one rareFemale DDD Member 2 comes out, it was good.

Researcher: Okay.

Male SAPS Member 2: Yeah. I guess there are few people who have gotten like ... tattoos from the people in the group. That is a little bit of a group identification.

Researcher: Is it a specific tattoo would you say?

Male SAPS Member 2: No. People just gotten homemade tattoos from the people in the group ...

Researcher: Okay.

Female Company Carolina Member: I think since I'm like a producer for Company Carolina for like certain productions of like got a blazer [0:48:00] for this show to wear for opening night.

Researcher: Has anybody else in the organization style like influenced you to buy a certain piece of clothing or brand?

Female Company Carolina Member: Yeah. I think yes and no because in the middle of the show but also a lot of theater people working backstage wear a lot of black and so I've gone out and gotten black clothes. A lot of people are kind of cool people that wear all black.

Researcher: Okay, cool. What about you Female SAPS Member 1?

Female SAPS Member 1: I did. I remember going into Tri Delta and Tri Delta was more of like it's not a hipster. But I remember thinking it was more like I don't know. I like didn't really show up at free people and when I was a freshman, I like went crazy at free people and bought so much free people stuff to try and look more like the other girls.

Researcher: Cool. Do you have anything to add?

Female DDD Member 1: I mean I have tried like wear Tri Delta shirts [0:49:00] because that was the T-shirt here. I guess I like my girls in Tri Delta like someone influenced my style. If I like something or wearing I would like ...

Researcher: Okay, cool. That concludes our discussion. Thank you so much for your help. I'll you guys fill out these new cards and put your name, your email and I can reach out for the Amazon gift card.

[0:49:59]

[Audio Ends]

**L. Participants' Drawings of Stereotypical Tribe Members**  
 (Name of tribe to which the participant belongs is listed below)

nerdy

female, white  
 taking Japanese classes  
 uses tumblr  
 plays with Nintendo DS & other video games  
 wears fandom shirts (Pokemon, Dr. Who, Attack on Titan, etc.)  
 lives in dorms  
 likes roleplay (creative writing, Dungeons & Dragons, major in Japanese

COUP

artsy

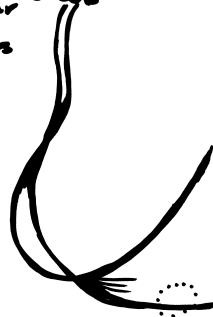
female  
 lives off campus  
 Dramatic Art Major  
 has <sup>small</sup> car  
 Shops at Free People & Rumors equally  
 workstudy  
 Carolina athletic wear  
 from North Carolina  
<sup>some-what</sup> adventurous with makeup/style  
 interested in Musical Theatre  
 politically active

Company Carolina



## Casual

- a girl who lives in tri delta
- wears t shirt, cut off jean shorts, sneakers, converse
- j school major adidas, tennis shoes
- a sorority or some sort of T shirt
- a lot of athletic wear <sup>like</sup>
- flip flops, birkenstocks
- long hair



DDD

## Trendy

Brands rag + bone, golden goose, sam smith, adidas, current Elliot, iro, free people, inu man, female

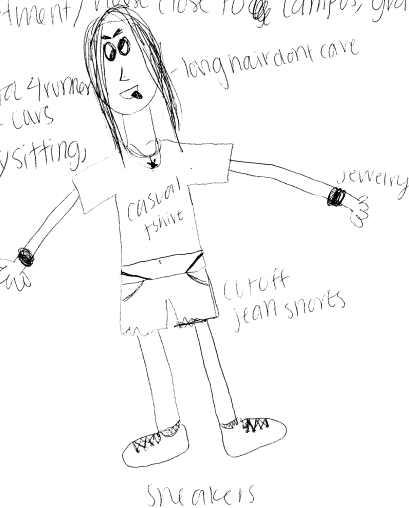
live: apartment / house close to campus, granville

Cars: Toyota 4runner, lot of cars

jobs: babysitting

uniquities

majors



sneakers

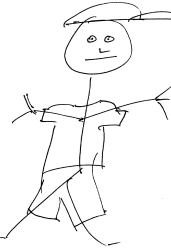
Tri Delta

DDD

Casual

Steve

- Ford Fiesta
- Mgmt. & Society/Econ
- New Balance, Patagonia, Mtn. Khakis, free clothes
- Male
- Millette, walks
- Hobbies: Golf, fishing, general outdoorsmanship
- Busboy at Linda's, recently quit
- Corp. Finance



DKE

DKE

- Toyota 4Runner
- Sleep
- Works Bar
- Works Bank full time
- GM
- Comfortable
- Business
- Drives to DKE when walking
- 312 Lindsay off campus

Hobbies

video games  
betting on sports

Going out

Band T-shirt

Band T-shirt

Band T-shirt

Band T-shirt

Band T-shirt

Band T-shirt

Band T-shirt

Band T-shirt

Band T-shirt

Band T-shirt

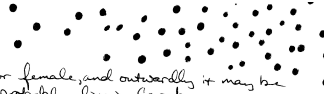
Band T-shirt

Band T-shirt



DKE

# 1. minimalist



The SAP may be male or female, and outwardly it may be difficult to tell. They probably live in Caribans or in an on-campus dorm. Their car is probably ~~are~~ small, but they more likely get places by longboarding. Their clothes are likely secondhand or from a skate shop. They may, on any day, be wearing a drug-rug of Converse shoes. Musicians, poets. Into philosophy. Politically leftist but disillusioned w/ the American left.

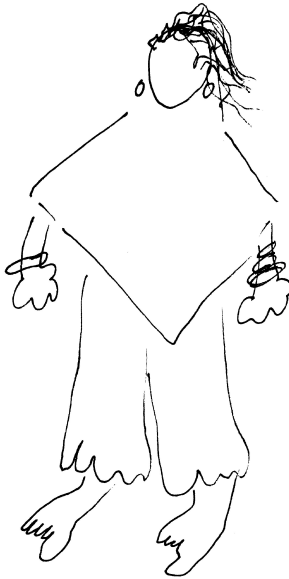
## SAPS

shaggy

- drug rug
- dreads
- longboard
- no pants
- caribans
- German
- tangly hair
- lots of hair
- barefoot / sandals
- male & females
- tie-dye shirt
- art / linguistic / English / music, writing, philosophy
- Thrift store
- gymnastics, climbing
- no makeup
- gauges

## SAPS

Trippy



WORK: Academic + research /  
University jobs

Transportation: ~~car~~  
bicycle, maybe car  
longboard

hobbies/interests: music, writing +  
poetry,  
psychedelics,  
reading, philosophy + ethics

live: campus or suburbs

brands: rag tag selection  
second hand  
none at all

SAPS

Female  
Science or J School  
walks to class  
lives in a house  
has a <sup>car</sup> house. here (varies)  
day: wears leggings and  
an oversized shirt &  
cardigan or sweatshirt  
has a babysitting job/  
small part time  
going out - watching sports

ZTA